

Southern **HARDWARE**

JANUARY, 195

Including THE FARM EQUIPMENT SECTION



TRADE
MARK

*Acco Greet's Its
Loyal Friends*

*Happy
New Year!*

AMERICAN CHAIN & CABLE COMPANY, INC.
BRIDGEPORT • CONNECTICUT

*Makers of Quality Chain Products
—Sold through Wholesalers*



**SALES-PROVEN!
SPACE-SAVING!**

**YOUR SCREENING DEPARTMENT IN ONE
COMPACT UNIT!**



IT'S A DEALER'S DEAL!

Make more LUMITE screening sales in less time and space. Get this rack through your wholesaler . . . cost to you \$19.95 F.O.B. Chicago, Ill., plus a minimum order of 6 rolls of LUMITE! Order today!

Chicago Manufacturer
47 Worth Str.

origin

**FOR LUMITE
DEALERS ONLY!
STURDY ALL-METAL
LUMITE
DISPLAY
RACK**

**★ DISPENSES! ★ MEASURES!
★ DISPLAYS! ★ CUTS!**

**Provides Extra Storage Space on Bottom
Shelves for 6 Rolls of Lumite!**

This all-metal LUMITE Display Rack is 66 inches high, 40 inches wide and 30 inches deep. It's approximate shipping weight is 100 pounds. It dispenses, measures and cuts the six most popular screen widths—24", 26", 28", 30", 32" and 36".



LUMITE

woven saran screening

*Registered Trade-mark

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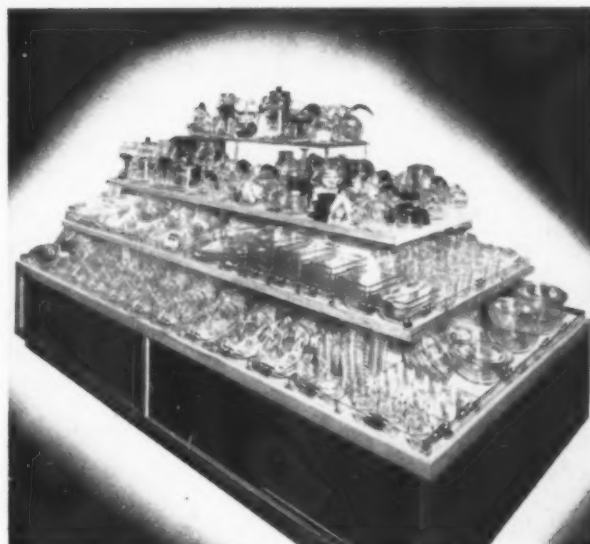
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SOUTHERN HARDWARE for JANUARY, 1950

Step UP Your Profits with Step UP Display Fixtures



Association Designed

SHOPPING ISLANDS

Are Flexible and Versatile!

It's "eyes right" . . . right on your featured merchandise when it's displayed on easy-to-see, easy-to-reach display fixtures . . . they're Association-designed for Association members only. Attractive Shopping Islands add 50% more display space to your store. They're durably-constructed of high-grade mahogany, oak or birch, with ample storage-space underneath for reserve stocks. Top step-ups can be quickly arranged to accommodate all sizes and shapes of merchandise.

Association Step-Up Display fixtures are unexcelled in beauty, workmanship and price. They are shipped completely assembled, ready to go to work at once. See association-designed fixtures first before you buy!

For Complete Store Planning
Consult Your State Association

Streater INDUSTRIES, INC.
SPRING PARK, MINNESOTA

Our Fixtures Available Only
Thru State Hardware Ass'ns

Central-Adult

Put ROUND CHAIN on display...



**it sells itself
right off the reel!**

Chain is a hardware "bread and butter" line. Year after year it can be counted on for steady, profitable sales volume.

That's why it's important that you keep the subject of chain alive . . . keep chain constantly on display.

The Cleveland Reel Salesman sells chain "right off the reel." It makes many sales that would otherwise be delayed or lost.

Put one of these profit-makers in your store today. Your jobber will gladly give you full details. Or write for Reel Salesman and Salesmaster literature.

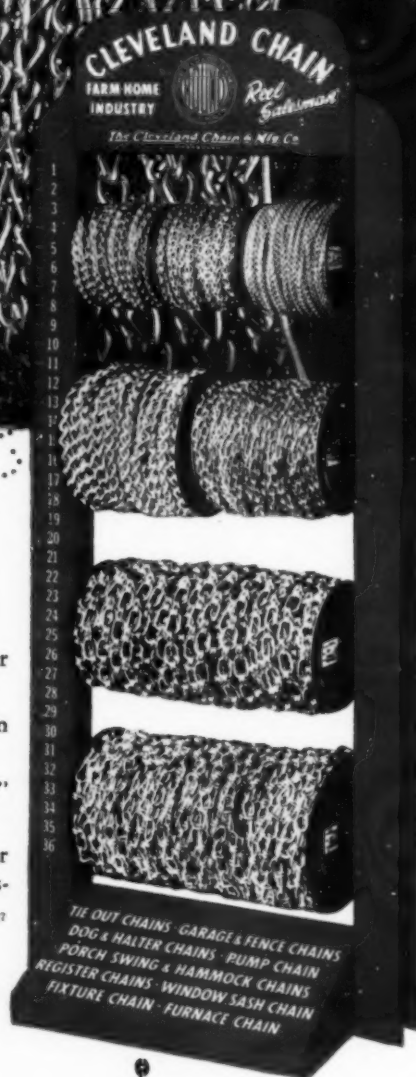
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CLEVELAND CHAIN

The Cleveland Chain & Mfg. Co.

Cleveland 5, Ohio

ROUND Associate Chain Companies: The Bridgeport Chain & Mfg. Co., Bridgeport 1, Conn. • The Cleveland Chain & Mfg. Co., Cleveland 5, Ohio • Round California Chain Co., So. San Francisco and Los Angeles 54, California • Seattle Chain & Mfg. Co., Seattle 8, Wash. • Woodhouse Chain Works, Trenton 7, N. J.



CHANCE FOR TAXING THE UNTAXED

FOR some six years the National Tax Equality Association, representing independent business interests including hardware retailing and wholesaling, has carried on an aggressive campaign to remove the unfair advantages enjoyed by co-ops and other tax exempt organizations.

It has been a difficult fight because of the political implications. Many congressmen apparently have assumed that they would incur the wrath of the farmers if they voted to change the tax status of the co-ops. Also, the present administration opposes this effort for tax equality.

But the campaign has been carried on, vigorously and intelligently. And now, for the first time, it seems there is a very good prospect that it will bring favorable results.

For one thing, so many business men have become interested that they have flooded Washington with their insistent appeals for action. As a result, Congress has been impressed with the fact that millions of business men also represent a potent political factor.

Then, too, the revelations as to the volume of business now escaping taxation have been astounding. The Treasury Department admits that the figure may be as high as \$9 billion. But Congressman Noah M. Mason, member of the House Ways & Means Committee, says the figure is nearer \$50 billion, including not only farmer co-ops but city consumer co-ops and various organizations enjoying a tax-free status on business activities, such as educational institutions which have purchased manufacturing plants or other enterprises as outlets for their investment funds.

Finally, the need of additional tax revenues is so compelling that Congress is now impressed with the need of plugging up all possible loopholes in our tax laws if higher tax rates are to be avoided.

Congressman Mason is the author of HR 5064, a bill to impose income taxes on the business earnings of tax-exempt organizations and corporations, which is now pending before the Ways & Means Committee of the House. Some 200 members of the 81st Congress have expressed themselves as favoring this effort to revise our tax laws to eliminate tax inequalities. Enough others will probably "see the light" so that favorable action may be obtained on the bill in the session of Congress starting this month, if business men generally will make themselves heard.

This is the crucial hour. If the fight for tax equality is to be won at all, it should be in this present session of Congress, when the need of additional tax revenues is so pressing, and when it is expected that our tax laws will be revised anyway.

Tell your representatives and senators what you think about "taxing the untaxed." This is the hour when your effort will be most effective.

Trade Topics

FENCE SALES TO SOAR!

CASH IN WITH DIXISTEEL FENCE

Southern Made For Southern Needs



1950 promises to see fence sales at an all-time high. It is estimated that more than 800 million feet will be needed by Southern farms.

Cash in on the growing demand with Dixisteel Fence—first choice of Southern farmers and cattlemen.

Stock . . . display . . . feature the fence that means more sales for you, more satisfaction for your customers—DIXISTEEL FENCE.

For full information on the complete Dixisteel Fence line, see your wholesaler or write to us.

These 5 Features Mean Better Fence for Your Customers

<p>Genuine Copper-Bearing steel wire, rust-resisting through and through</p>	<p>Crack-proof zinc armor further protects wire from devastating rust</p>	<p>Four wrap, hinge-joint construction stay wires won't slip or pull loose</p>	<p>Tension curves in line wires allow for expansion and contraction</p>	<p>Only full size wires, accurately and correctly spaced are ever used</p>



BACKED BY SOUTHERN ADVERTISING TO BUILD MORE SALES FOR YOU!

Dixisteel Fence ads appear regularly in publications reaching 373,471 farmers.

Atlantic Steel Company

ATLANTA, GEORGIA

P. C. Prousnitzer, Jr., right, demonstrates power tools to a group of interested customers. For success in handling this line, Prousnitzer emphasizes the importance of forceful displays and advertising



Planned Promotion Sells POWER TOOLS

In selling power tools, this dealer recommends a promotion program that reaches all types of customers

By P. C. Prousnitzer, Jr.
P. C. Hardware & Machinery Co.
Little Rock, Arkansas

AS THE result of planned demonstrations and aggressive outside selling, power tools are now our largest volume line. And these products can be an equally important source of profit for other dealers who are willing to go all-out in planning carefully a sales and promotion program that reaches all types of customers.

Power tools are in use everywhere today—on housing projects, in large and small cabinet shops, and in the growing number of home workshops where professional and business men pursue a popular hobby.

Power tools represent speed and the modern approach to wood-working problems. They rip boards apart in seconds; they drill, sand and paint with the speed of a modern Aladdin whose magical lamp is electricity.

Many a hardware dealer, aware of the growing demand for power

tools, considers adding such a department to his store. He has seen other dealers apparently making a profitable go of power tools. He wonders if power tools are for him.

Maybe they are—and maybe they are not. Success in handling this line depends upon whether or not the individual is willing to work out the proper sales and promotional campaigns.

As an ex-woodworking machinery salesman turned hardware dealer, I offer this one rule for "safe" operation: have an experienced salesman in charge of power tool sales, backed up by systematic advertising and forceful displays and demonstrations.

After establishing a power tools department, the dealer who desires substantial success with this line should launch a vigorous selling job. Power tools do not sell themselves, but they do respond profitably to good salesmanship.

In our store we have an adequate display area for power tools. We have the space to accommodate the "drop-in" trade—craftsmen and hobbyists interested in a home workshop. In addition, we have an outside sales force of three men.

These outside salesmen account for a majority of our power tool volume. They call on cabinet shops, mill workshops, contractors, and vocational schools.

Vocational schools are among our best customers, as their needs are never completely filled. After their woodworking shops are equipped, they need a constant stream of supplies, consisting of accessories and repair parts.

These outside salesmen carry certain hand tools in their cars to use as demonstrators, and volume on electrical hand saws, drills, etc., is growing steadily. All carpenters want such tools, and large



This contractor examines a large commercial floor sander. Advertising brings in both the hobbyists and the professional tradesmen.



Manuals giving pointers in homecrafts attract the hobbyist

contractors and lumber dealers who do much construction work are volume buyers.

These salesmen, whom we pay a salary plus commission, do not work on a set schedule. They arrange their own territories and usually track down most of the prospects.

Power tools cannot be sold to best advantage without this outside sales force. Competition is keen, and, if the hardware dealer does not send salesmen to the users and the potential users of power tools, some other dealer will do so.

Dealers taking on this line should not expect to build a large volume from sales to the hobbyist alone. He is an important element to be considered, but he will not produce the volume and profit needed to make power tools a major line.

The hobbyist will come into the store to browse and try out many different items, but not the large users of tools and accessories—the vocational schools, contractors and woodworking shops. They must be the target for repeated calls.

We back our sales efforts with direct mail advertising, making use of all printed matter furnished by manufacturers. The name of every new customer is added to our mailing list. These customers are reminded constantly of new products and accessories.

Power tools require an educational job, as well as a selling job. The changeover from hand tools to power tools does not take place overnight.

When hobbyists drop into the store, they want to see various tools in operation. They want to try them out with an instructor on hand to explain proper techniques. Sales develop from these demonstration sessions.

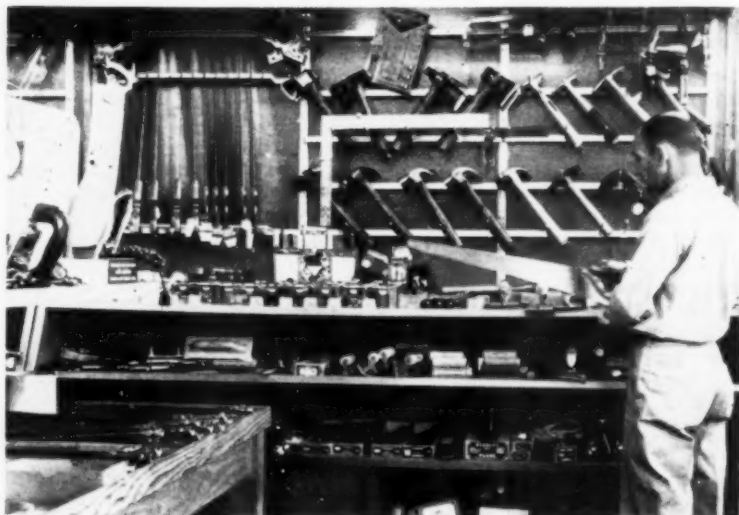
To encourage this, we send out invitations several times a year, inviting hobbyists in to see certain demonstrations. The really important sale is the first one. After that the hobbyist naturally wants to increase his equipment. Usually, the first purchase is a bench saw. Then, one by one, the hobbyist buys other tools.

These customers have to be kept interested, and they have to be trained in the use of the equipment. They must be educated to what their equipment will do after they have purchased it.

For them we have installed a small library of books and pamphlets, which they can buy or read on the spot. These books are displayed prominently near the power tool department and attract a steady traffic.

Dealers who are considering taking on this line should be warned about one practice. It is impractical to lend power tools or let them go out on a trial basis. A tool which is used becomes a used tool immediately.

Since most expensive tools are bought on credit, we carry some of our own paper, but most of these sales are financed through regular channels. But for many hobbyists, the "small down payment" offer is the lure that tempts them to buy.



Hand tool sales have increased as the result of increased promotion of power tools. This display encourages customer inspection of tools.

Displays, both interior and exterior, are considered one of the hardware store's most potent selling tools by Meynier and Dillman. And a seven-point program to insure their attractiveness and forcefulness has paid off in increased store traffic and sales



Here Are Seven Ways to

MAKE DISPLAYS SELL!

THE MEYNIER and Dillman hardware store in New Orleans, La., has made sure of having its share of sales appeal.

As the result of a seven-point program designed to insure attractive and forceful displays—both interior and exterior—store traffic has increased, and sales have soared.

To C. Meynier, owner of the store, display is one of the hardware store's most potent selling tools. Yet, in all too many cases, the effectiveness of hardware store display is very slow. They do not sell, he says, as strongly as they should.

"In competitive times such as today's, it is important to make every selling weapon bring in its quota of customers," he said. "In devising the seven-point system for planning displays that sell, I believe that we have taken into account the factors that made people stop, look and buy. At least, I can say that the system has proved a potent sales 'pepper-upper' in our store.

"First," says Meynier, "you

must look over the situation in your own store. Its selling set-up determines how you will adjust some of the eight factors that govern display effectiveness.

"In our case, we first faced these two facts: that we had a limited amount of space (that goes for most hardware stores); and that we were a neighborhood store, without the heavy traffic flow that hardware stores located in the main business district of big cities enjoy. Keeping those firmly in mind helped us to plan the eight factors in our display system for selling."

The eight points which Meynier outlined for improving the effectiveness of displays are as follows:

(1) *Avoid cluttering.* "It was this factor that I had in mind when I took into consideration our limited space," Meynier explained. "Actually, most stores face the same problem. As a rule, there is always more merchandise than there is room to display it.

"Where so many hardware dealers fall down and spoil the selling effectiveness of their point-of-

purchase displays is by trying to show too much. All they achieve is a clutter of jumbled displays and unreadable signs that escape the close attention of customers.

"Something must stand out, or the displays cannot sell. That is what I mean when I say that point one of our plan is: don't clutter. Everything can't stand out. It isn't necessary to show everything we sell, and we consequently do not try to do so. We display only the things that people need in quantity—merchandise with a brisk demand. It has been our experience that the customers will ask for the things they do not see, and that there will be more of them, requesting more things, if we use order and system and do not clutter shelves and windows."

(2) *Gear to your set-up.* "Keep the store friendly and informal," Meynier said. "That means, among other things, no 'hands-off' signs and plenty of opportunity for the customers to see and handle merchandise. It means, too, giving freely of the window and interior space for charity drives, civic



Window displays are changed regularly to prevent over-familiarity from sapping their selling strength

club exhibits, etc."

(3) *Change windows regularly.* "The most important part of this rule," Meynier pointed out, "is to remember that hardware store windows should be dressed with as much care and skill as department store windows. It doesn't take any special training to dress effective windows that stop customers. Manufacturers furnish good display material, and we gain attention by displaying bright and colorful merchandise in orderly displays."

"It isn't necessary to put a whole hardware store into a window. A window should feature only a single selling item, and it should not have half the cartons and merchandise in the store flung willy-nilly into it."

"Turn a few good lights onto a simple, uncluttered display, and you have something that will stop people. Some hardware dealers turn their lights off when the store closes. We want ours on, so people can see our windows."

"But the best windows won't continue to hold the interest of passers-by for an indefinite period. In a neighborhood location, you do not have an ever-changing stream of people. The same neighbors pass your store all the time. So, keeping this in mind, we change the windows every thirty to forty-five days, and sometimes oftener. No display stays in for longer than a month and a half."

(4) *Keep the aisles clean and clear.* No customer likes to stumble down an aisle, and "if you make it easy for him to see the whole store—by keeping the aisles wide and clear—you will sell more than the merchandise in front."

(5) *Keep brass, wood and windows clean.* Meynier reminds his porter that "a layer of dust can spoil the best display. There would be little point," he said, "in making up good windows and then allowing dirt and grime to obscure the glass so that customers couldn't see them. The same holds true for the interior point-of-purchase displays. They must be kept clean, and metal work must be shined regularly until it gleams."

(6) *Departmentize.* "The hardware store is really a kind of junior department store. When a customer can glance around the store and spot the counters where the merchandise he desires is displayed, his job is made easier. And so is the job of selling him additional merchandise."

(7) *Keep staple merchandise in the same location.* "This rule applies to hardware 'staples,'" Meynier explains, "such as nails, wire, tools, etc. We believe that it is important for the customer to be able to find what he wants in the same location where he found it on his last trip to the store."

"Some counters in the back are reserved for seasonal merchandise. These counters change, but the 'staples' remain in one spot."

Novel Display Promotes Bathroom Lighting Units

SALES of bathroom lighting fixtures, medicine cabinets, and accessories have been more than tripled in the space of a single year by means of a novel eye-appealing display unit constructed by Erwin Jaffe, Jaffe Hardware Company, St. Louis, Missouri.

Mr. Jaffe, whose store specializes in lighting fixtures, determined early in 1948 that a principal drawback to the sale of medicine cabinets and lighting fixtures was the fact that few homeowners could visualize them in their own homes. Therefore, instead of installing the fixtures merely clamped on the wall, such as is the usual hardware-store practice, he selected a 15-foot wall space which was treated with black steel tile, to resemble a modern bathroom wall. Spaced across this are six medicine cabinets, ranging from \$5.95 to \$39.95, each of which is accompanied by set-in soap dish, towel rack, etc. Ranging across the

(Continued on page 44)



Display area for bathroom fixtures closely resembles actual bathroom

Specialized displays such as this, plus strong, suggestive selling by floor salesmen, help turn this store's inventory of fireplace fixtures six times annually



By Robert Latimer

Spotlighting

FIREPLACE FIXTURES

THE INTENSIVE promotion of fireplace fixtures has produced a profitable sales volume for the past three years at the Madison Hardware Company, Jefferson City, Missouri.

Norman J. Opel and L. S. Rucker, partners in the business, have made fireplace fixtures a specialty with the store, since a survey made three years ago proved that literally hundreds of the homes in the city were using firewood for heat.

"We found that firewood is exceptionally low priced in our area," Opel said, "with the result that \$10 worth of fireplace-length cut wood is enough to keep a fire going all winter. At the same time, we discovered that most Jefferson City homes were getting along with open fireplaces."

This suggested a natural merchandising opportunity to the Missouri dealers, who have been successfully merchandising complete fireplace fixtures in two price ranges ever since.

"We sell andirons, screens, dogs, grates, pokers and other equipment, both for the purchaser's own use and as gifts," Opel said.

The merchandising program, which turns a \$1,500 stock approximately six times a year, consists entirely of specialized displays and strong suggestive selling by floor salesmen.

First, the ledge over display canopies on one wall is used to show eight complete fireplace

ensembles, including screens, andirons, grates, and cleaning tools. Polished brass models are most popular and are carried in two price lines, the more expensive models for gifts, and lower priced variety for the customer who enjoys a fire in his living room, but who doesn't want to invest too heavily. Located where they can be plainly seen by customers entering the store, the bright brass fireplace fixtures are kept carefully polished and gleaming at all times.

Next, Madison Hardware Company purchased two artificial mantels, which are set up with glowing electric logs, simulating a wood fire. In front of these, new designs in fireplace fixtures are highlighted, with each item price-tagged for easy shopping. A sign on each mantel suggests: "The Unusual Gift—A Handsome Fireplace Ensemble for Those Long Winter Evenings."

"The mantel display units make it easy for sales personnel to suggest and sell fixtures," Mr. Opel added, "since the customer is never very far from one. We make a point at some time during every sale to ask the customer whether

he owns a home with a fireplace, and then let him know that we are fireplace fixture specialists."

In addition, Madison Hardware always has a window display of fixtures grouped around another artificial mantel (again with simulated fire in the grate) as soon as cold weather strikes. The display is changed from time to time, but remains on the same theme until after the Christmas holidays.

"Passersby will stop and look at the cheery scene where ordinary gift displays get no attention at all, probably because everyone enjoys sitting in front of a fireplace during the winter months," Mr. Opel said.

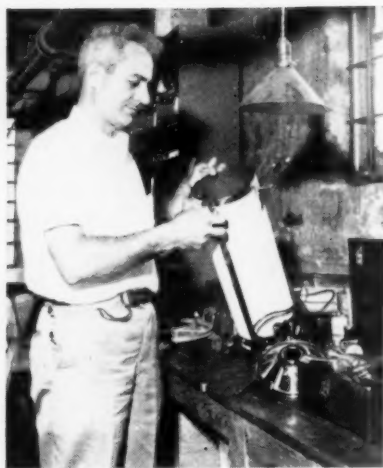
In the display are brass containers for firewood, brass hearth rail, tools, gas logs, screens, ash receivers, and other fireplace accessories.

The store does around 50 percent of its annual gift fixture business during December, when fireplace ensembles are vigorously suggested by all salespeople and in newspaper advertising.

"A fixture ensemble makes an ideal gift for elderly homeowners, newlyweds, or people who have finished a new home," Mr. Opel pointed out. "We always suggest them to young couples as gifts for the older folks, promising to package each set up so that the contents cannot be detected in advance. We usually get a pleased response. Gifts for the home are

(Continued on page 50)

When properly displayed and sold, fireplace fixtures can be an important source of profits



Three-Way Plan to BUILD APPLIANCE

**Repairs, trade-ins, and advertising
build a substantial appliance volume
for this 23-year-old hardware firm**

AFTER 23 years of promoting appliances as a major line, the owners of Lewis Brothers Hardware Company, Fayetteville, Arkansas, believe that the whole electrical line, from major appliances to smaller, less expensive items, is worthy of a consistently aggressive merchandising plan. Their three-way plan to increased appliance volume consists of: repairs for every item sold; a sound trade-in policy, and well-planned advertising.

Service Manager Vernis N. Boger has charge of reconditioning all trade-ins. During the past few years, about 75 percent of all new refrigerator sales involved trade-ins. Because Lewis Brothers Hardware Company is interested in accepting any refrigerator that can run or be made to run, the trade-in service closed many a refrigerator deal that some other hardware dealer could not have handled.

Mr. Boger and his assistant repair all appliances sold. They also answer refrigerator service calls for people who are not appliance customers. This is a valuable magnet for new customers. The owner of a refrigerator that has started to give trouble goes on the prospect list. Soon she will receive a call from a salesman, and more calls in the future.

The basement repair and sales departments for trade-ins operate

profitably in themselves. For the Lewis firm, service and used appliances are substantial additions to appliance volume.

Trade-ins seldom remain on the floor long. Displayed in a neat row, repainted, with shelves retinned, they are desirable merchandise that moves fast.

Daily classified advertisements in the newspapers keep the reconditioned refrigerators and washing machines moving. Coming in to see the used merchandise, the customer does not reach the basement department until she has passed through an attractive display of small appliances and the large new appliance department. Often the customer who has planned to buy reconditioned equipment will buy a new one.

Display advertising for new appliances is planned so that most of the space is used in season, although the program extends around the calendar. A daily spot announcement on the radio is scheduled to catch the housewife who is just about to start her day's work. Experience has taught Lewis that, for this area, 8 a. m. is the ideal time to catch the most listeners. During the day other spot announcements are used for various departments in the store, but that appliance spot at 8 a. m. induces the housewife to think of a new washer, refrigerator, or bright, modern range.

Because the service and used-refrigerator department in the basement is an important section, it is unified with the rest of the



Above, Service Manager Boger repairs a vacuum cleaner, one of the many appliances sold on which repair service is offered. Right, washing machines are connected and ready for a quick demonstration on the floor

VOLUME

—By—
S. W. Ellis



appliance department by the store's inter-communication system. The loud speaker, near the cash register, saves energy and time for everyone in the store.

The store handles its own appliance financing. Payments are made at the office in the center of the store, where customers can see other appliances to be purchased when they have made final payments on units already bought.

Starting with the small display that most dealers yield cautiously to appliances, the owners now have provided important displays for all appliances sold. Without doing any extensive remodeling, they have arranged the store layout to put traffic items out front, major appliances that require demonstration in a compact, but

uncrowded, area in the center, and reconditioned trade-ins in the basement.

Salesmen have room for showing and demonstrating every unit, even the trade-ins in the basement. "Allocating enough room to the appliance department," said Hayden Lewis, "encourages many a prospect who is only casually interested to investigate what we have to show."

Many of the appliances are connected, ready for an action demonstration. Store demonstrations must back demonstrations in the home, Lewis believes, and a well-integrated sales plan includes both. His sales force consists of two outside salesmen, who work on straight commission, and a woman demonstrator, who operates both

in the store and on the outside.

The woman demonstrator provides an approach in sales and service that few hardware stores that major in appliances can claim to make. She follows up all major appliance sales with a callback that insures correct use of the appliance, a satisfied customer, and often more sales.

"We feel that women customers prefer to deal with a woman at some point in the appliance sale," Lewis said. "Only a woman completely understands the problems of the housewife. Sending our demonstrator to call on the customer provides the final link that creates satisfactory customer relations for us."

Many a straight appliance store, in a city of 9,000, does not have the appliance volume of this old hardware store. Few specialized stores have a repair department as complete, or a sales organization as aggressive, as this hardware store that went all-out to make appliances pay.

Though the owners have plenty of competition in selling appliances, with Fayetteville in the center of one of the state's richest agricultural areas, Hayden Lewis does not fear competition. "There's enough uncultivated volume for all of us," he insists. "We've dug in, and intend to keep on working as we have learned to work in 23 years of appliance selling."

Above, Mr. Boger shows a reconditioned refrigerator to a customer. Trade-ins, located in the basement, are given a "new look" and move quickly. Left, new merchandise is placed out front for first inspection



VARIETY STORE

brings in those "extra" customers

A VARIETY section (commonly called "dime-store"), closely tied in with the main business of the Saunders Hardware & Paint Company of Miami, Florida, has served as a magic formula for building a greater volume of sales, according to Dexter Saunders, owner of the store.

Stocked with the usual lines of small, inexpensive items, this "supplement" to the main business serves the important function of bringing more potential customers into the store. However, several of the lines handled in this section have come to be important sources of revenue.

Perhaps the greatest sales builders are the greeting cards and stationery lines, which were expanded when moved into the variety section, and which now amount to a regular "department." Cards are carried for all anniversary occasions and major holidays, and year-round volume on this line averages nearly \$45 per week.

Toys, of the smaller type, especially wind-ups and small wheel objects, such as miniature automobiles and trucks, are another volume-builder. During the pre-Christmas weeks, toy volume runs \$4,000 to \$5,000.

An attractive stock of gift wrappings also pays off in consistent volume. Gift wrappings average approximately \$75 weekly, and the Christmas volume on this item reaches a greater figure.

One popular item, the goldfish tank, serves a double purpose: (1) it helps build "dime-store" traffic; and (2) it helps build volume. Installed at the front of the store, just inside the street entrance, the tank is visible from the street, and the motion inside it attracts much

attention from passers-by. During the winter season, when goldfish are sold, the store sells an average of 500 fish per month. To this volume is added the related items—bowls and fish foods. For every two goldfish sold, a bowl and a package of fish food are included. The fish sell for 20c to 40c each, depending on size and type. At times, the store offers a "special" of two smaller goldfish and a small bowl for 20 cents.

The variety section has been an important element in the success of Saunders's sales formula which, briefly stated, is: (1) create store traffic, and (2) capitalize on it to the maximum degree.

This section of the business is closely integrated with the hardware portion. Most of the people who enter this section wander through the connecting passageway at the rear into the hardware store. The hardware merchandise on display serves as a "memo" to buy additional items, the result being that there has been a definite increase in sales of hardware since the variety store opened.

The creation of more store traffic is carried out by offering small services which save time for neighbors. (Continued on page 44)



Volume on line of greeting cards averages approximately \$30 weekly



The dime store contains a variety of merchandise. Passageway to the hardware store is at left in rear



The dime store, right, adjoins the firm's hardware store. This phase of the business helped lure traffic



PROFITABLE GIFTSHOP

By Stuart Covington

SIDELINES

A CAREFULLY selected group of appropriate sidelines which sell well the year around has paid dividends in larger purchases and more customers for the attractively arranged gift department of Brantley Bros. Hardware Company, Troy, Alabama.

Mrs. Frances Stokes Bowers, who manages the big department for store president Joe K. Brantley, says that all four of the gift section's major sidelines earn satisfactory profits themselves, as well as creating valuable extra traffic, which brings more sales of the better quality china, glass, crystalware, pictures, small appliances, vases and general gift lines. The gift shop occupies the entire right side of the large store.

Probably most profitable of all is the gift shop's knitting department, the only one in Troy, which was installed about a year ago, when Mrs. Bowers saw that knitting in the store's trading zone was changing rapidly from an occasional pastime to a deep-rooted fad.

"Now," she says, "many women visit the knitting department three or four times each month to pur-

chase new needles, yarns or an instruction book. Naturally, I always take this opportunity to check with them on their gift needs and suggest something from our large and varied stock for their own homes. A good many of these women make gift purchases of some sort while in the store."

The knitting department, occupying only two or three short shelves near the center of the gift department's right wall, is kept stocked with a complete assortment of quality knitting items, which are always clean and well-displayed. Mrs. Bowers maintains close contact with the knitting industry, and as soon as new yarns, needles or patterns are introduced, they appear quickly on the shelves of the gift department. Mrs. Bowers points out that a rather heavy stock of all popular yarns is maintained, so that there will be no danger of a customer running short of material in the midst of a project. Particular colors and types of yarn often enjoy sudden "rages," and the demand may rise abruptly.

"Most of my knitting customers have fairly good incomes and are

members of better-class families," she said. "Therefore, they have more money to spend and are easier to interest in high quality merchandise."

The knitting service is promoted periodically through small one or two column newspaper ads and through spot announcements on the local radio station.

Since installing a stamping machine soon after the gift department was set up in 1946, the gift department has enjoyed a profitable volume in personalized merchandise — luggage, billfolds, leather accessories, notebooks, stationery, napkins, book matches and various other gift items which customers want monogrammed. The initials are imprinted in gold, silver, or any desired color, at no extra cost. Cost of labor and materials is figured into the mark-up of each item. Save for quantity purchases like stationery, napkins and matches, the initialing usually can be done in less than ten min-



Gifts and greeting cards have proven a winning combination at Brantley Bros. Here Mrs. Bowers, right, suggests a "get well" card to a gift purchaser

utes, which is a good selling point for rushed shoppers.

The stamping machine was purchased for a modest sum and has long since brought a 100 percent return on the store's investment through stimulated sales.

While monogramming is naturally optional, Mrs. Bowers says that customers invariably request initialing of merchandise on which the service is offered. The monogramming feature has also enabled her to close many profitable sales, and has acted as a stimulus for many more. Stationery volume has benefitted especially from the monogramming offer, while sales of practically all such items have responded in some way to the special service. Gift purchasers, she said, are usually impressed by the added "personal touch" that initialing provides. And widespread appeal of this sale plus word-of-mouth advertising has made only limited promotion necessary.

A third source of added profits has been the complete stock of first quality greeting cards which the gift shop has handled ever since it was opened. In addition to the usual seasonal cards and cards for weddings, birthdays, anniversaries, and such, Brantley's also stocks a wide variety of convalescent, felicitation, birth announcement, birth congratulatory, graduation, and other cards, which Mrs. Bowers says enjoy a brisk demand. Birthday and convalescent

cards are the best year-'round sellers, she said.

"These cards bring us only a small profit," she pointed out, "but they create a constant store traffic, which is responsible for many sight sales. Then, too, purchases of the cards help put the customer in the mood to buy other merchandise. Sometimes a woman who has decided to remember someone's birthday or anniversary with only a card can be sold on the idea of purchasing a small gift for that person as well. Often our birthday and anniversary card display reminds a shopper of a gift that she has failed to buy, and we are able to make an additional sale."

Mrs. Bowers, by always suggesting gifts to card customers, has found that many of them will make additional purchases. Conversely, greeting cards are always suggested to gift buyers, and plus sales here are almost 100 percent.

Cards, properly classified, are displayed in attractive metal stands, with soft indirect lighting to catch the customer's eye. The stands have judiciously been placed in the rear of the store, so that card buyers must walk the full length of the gift department and be exposed to a number of enticing gift displays before reaching their goal.

Mrs. Bowers points out that while the cards offered are costlier than those offered at the dime stores, the type of customer pat-

ronizing the gift shop has no objection to paying a higher price and prefers the best in greeting cards.

The fourth successful bid for greater gift volume has been Brantley's luggage. According to Mrs. Bowers, overnight bags and small suitcases have proved excellent sellers as graduation and wedding gifts, and as purchases during spring and summer for vacationists. All luggage is sold from a three-tier pyramid display unit, placed just inside the entrance to the gift shop. The display is topped by an attractive, illuminated glass sign. As with other items in the store, all luggage is of a nationally advertised, better quality line; but its higher price has proven no deterrent to sales. Mrs. Bowers points out that luggage volume is normally heaviest during summer months, when gift sales have slumped. Leather goods thus serve to boost volume during this season. Luggage also has a wide appeal to men, and its presence in the gift shop has attracted many male customers. Some have become steady customers, who depend on Brantley's gift shop for anniversary and birthday gifts, she said.

A non-commercial feature of the gift shop which has proven especially popular with the ladies is a lounge, located at the rear of the shop, where customers may rest or merely pause for a chat with friends who happen to be in the store. This area is fitted out with a divan, several comfortable chairs, an electric fan and a writing table. An electric clock provides the correct time, and customers are offered the use of a telephone placed on the writing table.

"Since our store is just off the town square," explains Mrs. Bowers, "many women like to drop by and meet their friends at our store, or just sit down in a chair and relax. Others rest in the lounge, while we bring them various gift items to examine. The place has proven very popular with the ladies of the town and has helped bring us valuable business."

How They're Building the WOMEN'S TRADE

*Ernest
Sears*

HARDWARE



The main housewares section has displays arranged at both sides and in center of aisle. Merchandise is attractively arranged. Store front has wide display windows, permitting view of entire store interior.



Here's a store that makes the most of the women's trade, luring them in with displays of fine housewares

IN ORDER to bring more women customers into his store. Ernest Sears, owner of Ernest Sears hardware store, Sarasota, Florida, has made a speciality of housewares.

As a former representative of a wholesale hardware company, Sears is wise in the ways of hardware merchandising, and in his store has long made it a practice that ladies should receive attention at least equal to that given men.

"We believe that a hardware store should have a full line of housewares and related items for the woman customer," says Sears. He has followed through on this idea of highlighting housewares, with the result that women customers often out-number men in this modernistic store.

"Of course," says Sears, "we treat all customers alike in our

store. But all salesmen necessarily must soon learn what women prefer in service and in merchandising. Knowing their natural curiosity and their browsing habits, we have a small housewares display counter adjoining the main entrance. Naturally, this proximity to the entrance first focuses their attention on their main interest, housewares. When a woman customer is seen to show an interest in the small housewares display, she is told by the alert salesman that a display showing a wider range of items can be enjoyed a few steps down the store.

Housewares Display

The main housewares display is in front of the paint department. The location was planned by Sears because he believes that it is a good example of suggestive selling. For it is only natural when

paint is sold that the salesman, in order to give the best advice, should inquire what room is to be painted. If it is for the whole house—and especially if it is for the kitchen—the mere fact that the display of housewares is always before the eyes of the paint customer naturally suggests that a new supply of housewares should be in keeping with the newly-painted kitchen.

Although all of his 12 employees have been trained in the selling of housewares, Sears, through his many years of traveling for hardware wholesalers before he entered the retail business, may be said to be an expert in the purchase and sale of housewares.

"To sell housewares to the housewife," he says, "one must keep in mind that women are especially desirous of extra attention. Often they will come to a store



This small display of housewares adjoins the store entrance. Customers are quickly advised that a more complete display is available

where they have enjoyed such attention to inquire about articles which the hardware store, as a rule, doesn't carry. Then we know that our efforts to please have been successful. But we do try to carry in this store as wide a selection of housewares and household appliances as we can, in order to make it a one-stop kitchen and housewares store."

That Ernest Sears has succeeded in that goal, is evident in the appearance of his store. Ernest Sears Hardware is outstanding—from its attractive storefront and its ground-to-ceiling open display windows to the interior upon which careful thought in arrangement and display has been lavished.

Mr. Sears constantly trains his staff in the psychology of suggestive selling. He has so arranged his departments that one who buys in one department naturally is led on to purchase in the next department.

"The successful selling of housewares or any other hardware product to women," says Sears, depends upon the ability of the salesman never to create sales resistance on the part of a customer. The salesperson must be ready to explain whenever an explanation is called for, but must always be patient, allowing customers sufficient time to absorb this knowledge.

"Impatience on the part of a salesman usually means the death

of a sale. The salesman must give the impression that all his time is at the disposal of the customer. We strive to give this impression. Our salesmen never turn aside after an item has been sold, but see to it that the package is wrapped, then accompany the customer to the door. We have found that attention to such small details in this selling game apparently brings more women customers to the store."

He Found the Key to Suburban Store Success

FOR 14 years Sam McCown has operated a small suburban hardware store in Nashville, Tennessee, and in each of those 14 years he usually has shown a volume increase of from 35 to 40 percent over the preceding year.

McCown has employed no tricks no hocus-pocus in winning the trade of his large number of customers. In fact, his operation is one of Spartan simplicity. He has no bookkeeper, no delivery service, no outside salesmen, and but one floor salesman, in addition to his partners. He buys for cash, sells for cash, and keeps store overhead at a minimum.

The truth is, Sam McCown has found the key to suburban store success.

Take the matter of bookkeeping, for example. One might think that with as big a volume of business as is handled by McCown's Home Supply Store, a bookkeeper would be profitable in that it would allow the staff more time for customers.

Sam has reduced the matter of bookkeeping to a simple formula. Pursuing a cash policy, he merely enters the total of each day's cash register receipts on a slip of paper. He does that every day for a week and then enters the week's total on a ledger. Then each month's total is entered on ledger

(Continued on page 50)



The store's large display windows allow unusually effective displays. This recent display of tools brought an excellent customer response

Here's a store where top-quality sporting goods, adequately displayed and promoted, account for more than 10 percent of total volume



Developing the Market for

QUALITY SPORTING GOODS

TOP-QUALITY sporting goods, sold for a fair, but liberal, profit, will ring the hardware man's cash register just as often as lower priced merchandise in this line, believes D. A. Everett, president of the Everett Hardware Company, 123-131 South State Street, Jackson, Miss., who has found it profitable to handle only the most popular brands of sporting goods equipment.

At this store, sales of sporting goods comprise between 10 and 15 percent of total volume.

"But," adds Mr. Everett, "good display and a complete stock are necessary also, if you want to be successful. You can't earn much of a profit by selling sporting goods in piece-meal fashion."

Everett carries one of the most complete sporting goods stocks of any store in the Jackson area. A large portion of this stock is displayed in the store, while a reserve supply—larger than might be considered normal—is maintained in the company warehouse. The idea here is to have on hand any given item which a customer might request.

This hardware man has discovered that women, as well as men, prefer to buy the best in sporting goods, often buying sporting goods items as gifts and insisting upon

the best, regardless of price.

"Also, when a man wants to go hunting or fishing, he wants the best possible equipment for that purpose," states Mr. Everett, "and he doesn't care about the price. The hardware man should never be afraid to offer the real sportsman the finest merchandise on the market, because in most instances he will buy the better equipment and will be satisfied."

Mr. Everett carries out his adherence to this policy by marking the price on all sporting goods

This owner seldom overlooks an opportunity to forcefully display sporting goods. For example, an overturned wire basket has been placed on the fishing tackle counter with an assortment of lures attached to the strands of wire, with the price of the items proclaimed boldly on a placard. In another section of the store a group of tackle boxes, priced under \$10, is arranged in a tall stack for floor display.

The company also promotes sporting goods through both newspaper and "spot" radio advertising, and isn't afraid to mention prices in either instance. This store never features sales or clearances of sporting goods. To Mr. Everett, no such prerequisite is needed in selling this line.

"Good quality sporting goods will sell themselves, once the customer is in the store," he says.

Plans Set for Atlanta Sporting Goods Show .

PLANs for the Southeast's first sporting goods show, to be conducted by the Walthour & Hood Company and Beck and Gregg Hardware Company at the Ansley Hotel in Atlanta, Ga., January 16-17, have been completed, according to officials of the two companies.

The show will feature exhibits of nationally advertised sporting goods. Sales representatives of the manufacturing concerns and personnel of the two sponsoring companies will be on hand to assist visiting dealers with their sporting goods problems.

An attendance of more than 300 is expected for the two-day event, and sponsors of the show have emphasized that dates for the show were selected to coincide with the time that dealers are placing orders for spring and summer stocks.

It is expected that the show will simplify buying for dealers who may place orders on the spot.



By C. Thomas

OPEN DISPLAYS Create More Sales

MERCHANDISE must be seen before it will sell.

With this formula in mind, Ed Daly, owner of the American Hardware store in Houston, Texas, completely revamped his store, providing new, open displays throughout. The result has been an immediate and continuing increase in sales.

Customers who come in for a specific item will leave with that item alone, unless they are prompted by what they see to make another purchase, says Daly.

Open display is nothing new, but Daly departed from the conventional table-top displays. Though crowded for room, he was well aware that he must have variety, so he had display units made up similar to those seen in super markets—two and three deckers, called gondolas. These are

wide at the bottom and taper toward the top, in order to effectively display the items on the lower shelves.

Since Daly acquired his store, a dime store has opened a unit just across the street. "This was a big asset to the neighborhood—and myself, personally. Beyond a doubt, this store helps draw traffic to the neighborhood," he said.

While Daly welcomed the opening of this ten-store unit, he closed out what would be competitive items. "I just put in higher priced lines and better quality, and with a gain in both sales and dollar volume."

Previously the store had carried a limited stock of tools for the homemaker—inexpensive hammers, saws, pliers, and a few wrenches. "This was a mistake,"

said Daly, "for customers were dropping in for better merchandise. People who owned property around the neighborhood and wanted to do a little repair work—carpentry or plumbing—wanted tools of good quality. We put in a good line, and we displayed them so they could readily be seen. We not only attracted the neighborhood business, but tradesmen working in the neighborhood began dropping in for 'pick-up' items, rather than make a trip downtown for them. They preferred to pay us the retail price, rather than make that extra trip and lose an hour's time."

But these workmen needed items other than tools. Consequently, Daly stocked a large assortment of bolts and screws—the largest stock outside the wholesale hardware firms, who cater to the contracting trade.

This points out that Daly follows the trend, rather than stand doggedly by with lines he thinks ought to sell. Of course, there was a constant juggling of stock. Items that weren't moving were displayed up front at a reduced price.

"If I can't move dead numbers out at cost," he said, "I'll take first a five percent reduction below cost—and, if necessary, a ten percent loss. I don't want to kid myself with a false inventory. Besides, I can use the cash to put back in live merchandise and show a greater net profit than by warehousing unsaleable items."

Daly follows this same policy with seasonal items. If he has a few left-overs, he marks them down and closes them out. This way, he has funds for continuous reinvestment in stock, plus the room to display the items and a quicker turn-over.

Daly found that cutlery was a quick turn-over item, and he has a big display case which the customer must pass when coming in and leaving the store. "This stops few people entering the store," he pointed out, "but 90 percent of the customers stop to look over the display before going out. The sales are all plus sales, we figure, for, as far as we can determine, no one makes a special trip to the store for a knife or a pair of

New "Pick-of-the-Pack" ¹⁴/₆₀ Deal

Select your own stock of "Trim-It-Yourself" mouldings from the *expanded* CHROMTRIM line—choice of 38 sales-tested shapes including—for the first time—stainless steel as well as aluminum!

Here's the news from CHROMTRIM...

38 shapes

A more complete line of consumer mouldings—now a choice of 38 popular, sales-tested shapes.

stainless steel

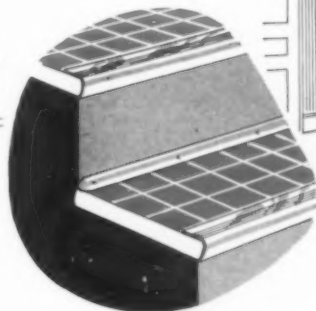
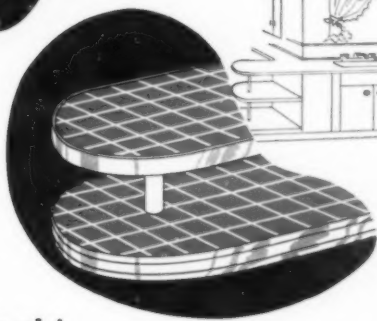
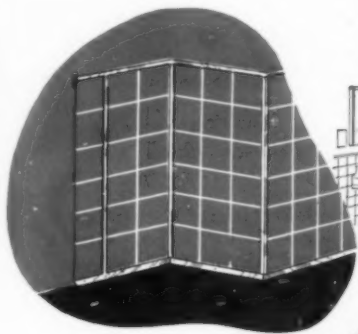
A choice of 13 shapes in an improved stainless steel trim—easier to cut, easier to apply, non-tarnishing. The market has wanted it—now you have it.

new wall trim

A choice of the popular CHROMTRIM wallboard and wall linoleum mouldings added to the "Trim-It-Yourself" line.



A brand new merchandiser—more compact, with holes for 14 or more different shapes...clearly labelled for quick identification.



100% dealer profit on every sale!

See your CHROMTRIM distributor or write us for new "Trim-It-Yourself" catalog—and pick out the shapes and sizes that will sell best in your store.

Now you can have a *really complete* metal moulding department or enlarge

your present one...with a minimum of floor space...minimum of investment...maximum of display...and maximum of turn-over and profits!

Fill out and mail the coupon now. Take advantage of R. D. Werner's widespread

national advertising by having your "Pick-of-the-Pack" ¹⁴/₆₀ Deal ready for consumer demand. R. D. Werner Co., Inc., 295 Fifth Avenue, New York 16, N. Y. In Canada: R. D. Werner Co., Ltd., Port Dalhousie, Ontario.



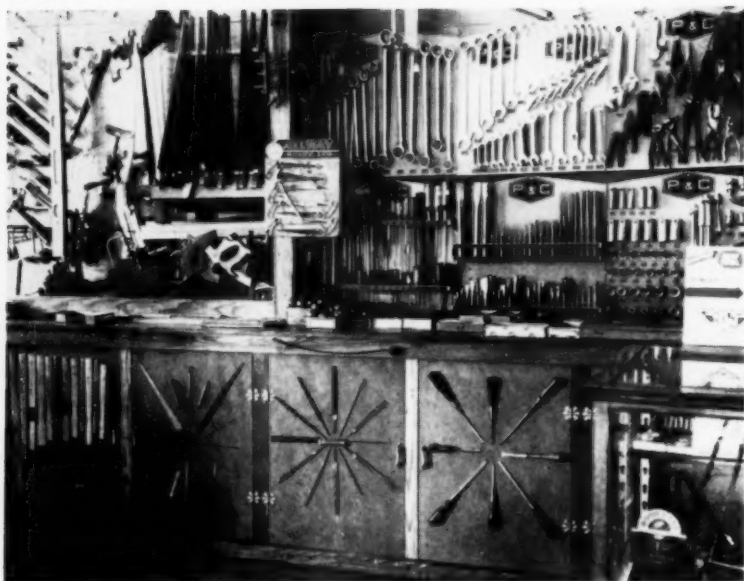
R. D. WERNER CO., Inc., Dept. 5H
295 Fifth Avenue, New York 16, N. Y.

Let me take my "Pick-of-the-Pack." Please send catalog on new line of 38 "Trim-It-Yourself" mouldings.

NAME _____

COMPANY _____

ADDRESS _____



Open displays of tools permits easy inspection by customers

shears. But when they see them—well, they see just the one they have always wanted and buy it.”

From the beginning, this store has been undergoing a constant change. Circumstances warranted closing out certain lines and adding new ones. The store fits the demands of the neighborhood, and as a natural consequence the volume increased. Due to open display, which is a psychological invitation to self service, the overhead was reduced 50 percent. Where the store formerly employed four clerks, it now handles a larger volume of business, with only Daly and one clerk doing the work.

Allow Inspection

“Today,” Daly said, “the merchandise must be displayed so the customer can handle it, smell it, and taste it, or he won’t buy. People have a limited amount of money to spend, and every retailer is after that money. A customer may leave home with the intention of buying a pair of shears, but, if on the way she sees a scarf that strikes her fancy, she will forget the shears and purchase the scarf. We all want immediate gratification, hence the appeal of self-service—open display. The coming back for an item overlooked or forgotten is uncertain, for in the meantime there can be too many distractions. The time to make a sale is when the customer is in the store.”

Variety Store

(Continued from page 36)

neighborhood residents. One step in this direction was the establishment of a U. S. postal branch. Previously, neighborhood residents had to make a trip into Miami’s business section to handle any postal business. In turn, this postal branch has boosted sales of greeting cards and stationery.

Another traffic building device is Saunderson’s “live” mailing list of potential customers. This list was built up by a neighborhood survey conducted by two personable young ladies, who made a house-to-house canvass of the entire neighborhood, introducing the store and the services it offered. They accumulated considerable data about residents and their prospective needs, whether or not they owned their homes, etc. The accumulation of data accomplished two prime objectives: (1) it served to publicize a new business in the neighborhood; (2) it helped to determine the store’s policies in regard to its inventory.

Mailing List

The postal station and the mailing list gradually built up traffic. The mailing list is still used periodically. The postal station, although it built up traffic (and still does), could not carry its own overhead. It had to be staffed. So Saunders conceived an idea which would make it pay. He installed a

small display of carefully-selected greeting cards near the postal wickets, so that people doing postal business would be sure to see them. The card could be bought, addressed and mailed on the spot. When it was noticed that many juveniles came in to do postal errands, he installed a small line of school supplies near the greeting cards. The greeting cards and school supplies were items which would have to be purchased in distant downtown stores, unless they were bought at the Saunders store. Increasingly, therefore, the latter got the business, and soon it was observed that school supplies were stimulating the sale of other items which juveniles could use, such as small hardware items—nails, screws, hinges and other items for hobby projects.

The idea of a combined hardware and “variety” store has succeeded well enough to enable Saunders to erect a whole block of store spaces, now occupied by non-competing businesses. This places a traffic-building, community shopping center right in the vicinity of his store.

Novel Display Promotes Bathroom Lighting Units

(Continued from page 32)

top of the display, over the cabinets, are 14 samples of lighting fixtures, from \$6 to \$20, including both incandescent and fluorescent varieties.

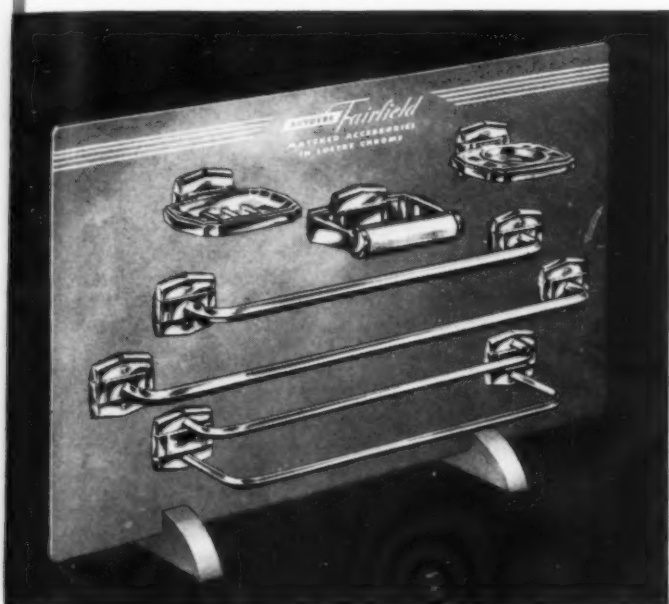
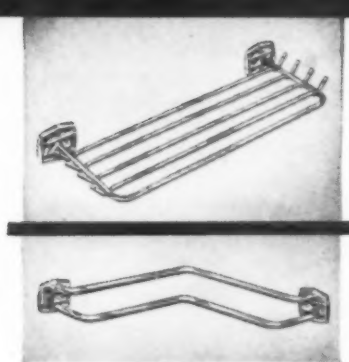
All of the lighting fixtures on the wall are connected and ready for immediate operation, while small cards point out how effectively cabinet and light combinations may be worked out for modernization of old-fashioned bathrooms.

Home Remodelers

With the display readily visible through the front window of the store, and several of the lamps kept burning at all times, the display constantly attracts home remodelers, according to Jaffe. Once a week, a special on a lamp, medicine cabinet and fixtures is run, and advertised in a small box display ad on the homemaker’s page of St. Louis papers.

The black steel tile, kept well polished, offers an effective contrast to the all-white fixtures, according to Jaffe, and the display has aided the store in selling wall tile, along with necessary tools, mastic, paint, etc.

solid success!



No. 5000 Wall Soap Dish - No. 5004 Combination Tumbler and Toothbrush Holder - No. 5009 Toilet Tissue Holder - No. 5014 Twin Towel Bar (gift-boxed) - No. 5015 Twin Corner Towel Bar (gift-boxed) - No. 5017-11 Towel Bar (24" and 18") - No. 5037 Towel Shelf and Drying Rack (gift-boxed) - No. 5060 Display Panel (with 6 fixtures pre-mounted)

BOOTH 364, HOUSEWARES SHOW, CHICAGO

*Designed to Make the Passer Buy
... again and again in '50*

*styled to make one sale lead to another
priced for your volume market
guaranteed to assure customer-satisfaction
supported by sales-slanted promotion aids
backed by national advertising*



The Autoyre Company, Oakville, Connecticut • Matched Accessories in Lustre Chrome for Bathroom and Kitchen

Spotlight on Sports

By John Martin

IT'S TIME to take stock again. Another big Christmas season and another year are behind us. The final returns are in, and considerably more dealers are pleasantly surprised than disappointed, thanks to a belated December buying rush.

This time a year ago the industry faced 1949 with everybody from the manufacturer to the dealer struggling to control and conceal a feeling of uncertainty. After 12 months of experience with the cautious post-war consumer, and of battling to hold down operation costs, most dealers in the South and the nation have greeted the new year with far less pessimism.

Barring unforeseen circumstances, the coming year looms as another successful era in sporting goods merchandising. Early indications are that spring business will equal that of last year. It could surpass it in both unit and dollar volumes, particularly in the South where fishing continues to attract new followers each day. Fishing in the South has become a year-round sport, and initial spring sales increases likely will be supplied by fishermen who have decided that the market on standard items has steadied.

Although tackle sales ran strong in December as a result of growing interest in salt water fishing and the high place of rods, reels and other equipment in gift buying, January's normal decline will extend through February. This is the lull before the big spring season, and now is the time to plan for April and May. More than ever before, dealers must be better prepared to serve their customers with adequate stocks and good sales pointers.

Intelligent buying is just as important as selling. Check your stocks, anticipate your requirements and order your merchandise in time for delivery ahead of the approaching upturn in buying that should begin no later than mid-March.

BUYING and selling this year will follow the pattern that began to shape last year. Increasing competition will force even more emphasis on price, sales promotion and costs. Closer attention will be given to inventories and credit. Unnecessary costs will be reduced.

Dealers no longer must overload to be adequately stocked with complete lines of the best known brands. Wholesale distributors are prepared to give overnight service on small orders. This service eliminates the burden of risk dealers have had to take in recent years on large stocks of items with questionable selling merit.

With buyers certain to remain just as selective, and just as price-conscious, the battle for business will be centered around service to the customer. That is, assuming that most dealers will have the

right merchandise at the right price. Improved merchandising thus will come from extra service, extra courtesy, planned advertising, attractive window and interior displays and clean goods in a clean store.

THE FAIR trade question continues to be kicked around throughout the sporting goods industry, and even those who oppose regulatory measures must admit that something must be done to combat both present and future price-cutting.

Attention was focused on this by the widespread price-war on shot shells this hunting season. In every state shells were sold in four price ranges: list, below list, at cost, and even below. This means that the legitimate dealers who adhered strictly to the price line have been left with shells to carry over. Most of the dealers who moved shells did so for exercise, and for very little profit.

There were various causes, from fear of price decline, to planned traffic building by chain stores and grocery outlets. Shell price-cutting is a troublesome problem and it has affected the sales volumes and profits of both sporting goods and hardware stores. All branches of the trade will hope to avoid any recurrence of the evil next year. However, it will be difficult to stop under present distribution methods.

If price-cutting ended with shot shells, most dealers would be satisfied. The danger is that this could be the forerunner of a worse situation. It could come easily in the highly important fishing rod business.

Rod manufacturers are competing strongly for the glass rod leadership. It's a wide open field that will close suddenly on more than one.

The general acceptance of glass rods by the buying and fishing public already has affected the production of steel and bamboo rods. There is a limit to the number of rod units marketable within a year.

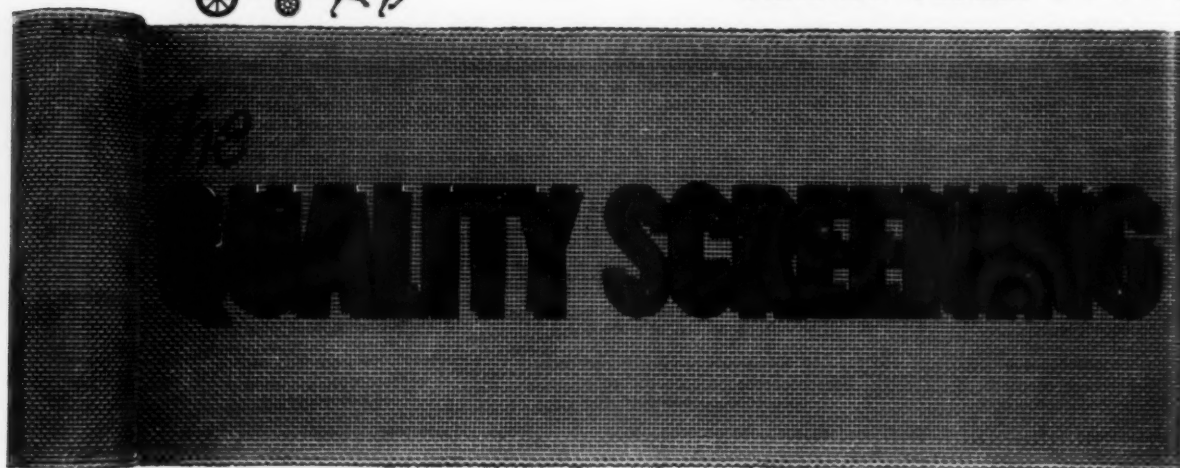
The glass rod competition poses the danger of sacrificing quality for low prices, and consequently smaller profits. To many customers, glass is just that. One glass rod is like any other. At present, price ranges on casting rods have fallen to as low as \$5.95. This is too low for quality, just as \$30 was too high for volume business.

NOTES of the trade: The Christmas season just behind us threw additional light on an evil that is reaching "racket" proportions. Dealers who send their customers to jobbers with "notes" requesting wholesale prices are encouraging a practice that constitutes a serious threat to their own business and store operation. Wholesale prices and retail service to "preferred" customers add up to losses for both dealers and wholesalers.

1892



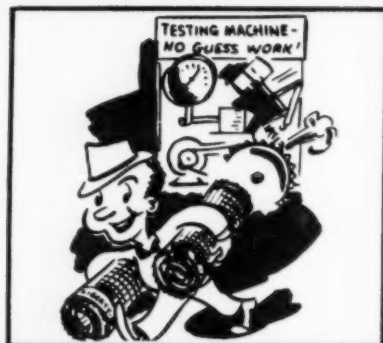
FOR 58 YEARS



Seems as though we just can't make enough of these 3 popular brands of wire screening to take care of everybody. We've stepped up production but still there's not enough to go around.

Year after year the demand for the "Multi-Strand" line keeps on growing. More and

YOU GET ALL THESE SALES ADVANTAGES

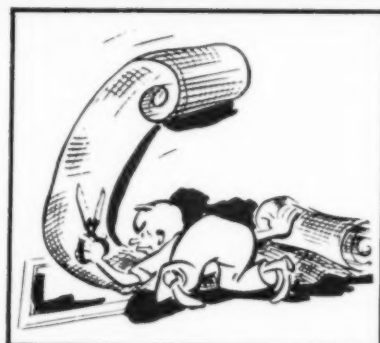
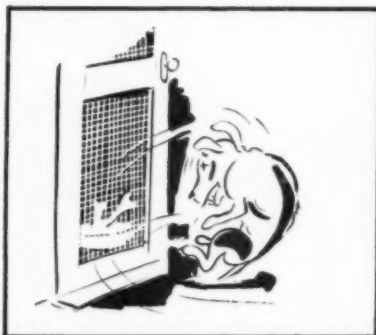


GUARANTEED QUALITY

Continuous testing of the finest materials and workmanship assures uniformity in strength gauge, weight and body.

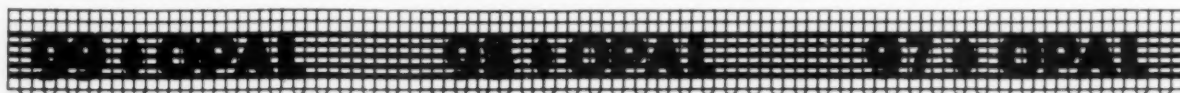
EXTRA STRENGTH

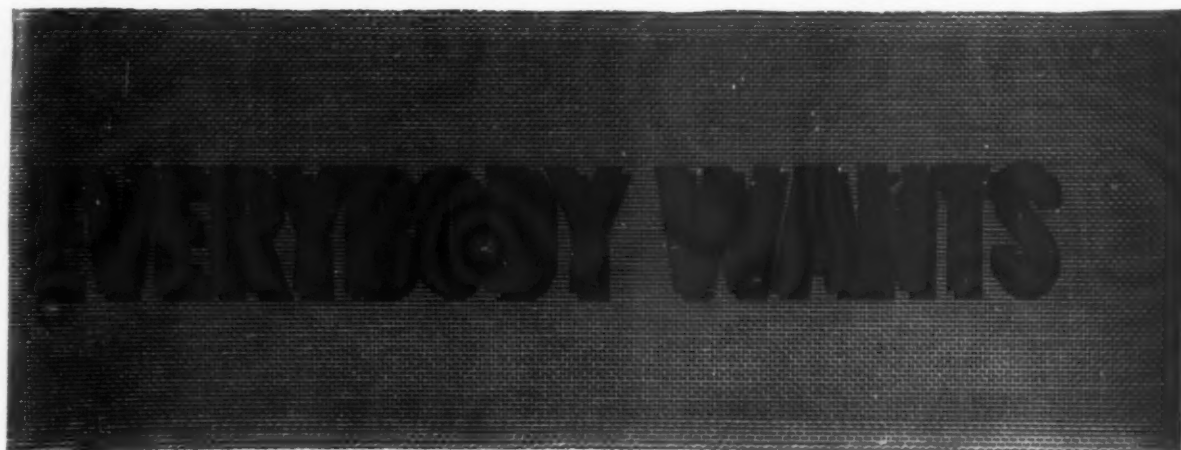
Multi-Strand means extra strength where it's needed most—along the lacing edge. Screening will not pull out easily, run or ravel.



EASIER INSTALLATION

The flat wire Multi-Strand edge makes handling easier, offers greater convenience, saves installation time.





more dealers want the line that offers quality plus a host of other advantages to make selling easier. That's why they insist on ALDURA Aluminum, LIBERTY Bronze and OPAL Galvanized brands of wire screening.

With the screening season just around the corner, why not place your order today with your favorite distributor. Don't delay and take a chance on being disappointed. Get your order in now.

NEW YORK WIRE CLOTH COMPANY

445 PARK AVENUE, NEW YORK 22, N. Y.

WHEN YOU SELL THE MULTI-STRAND LINE!

INCREASED PROFITS

Printed footage marks on the Multi-Strand edge give you constant inventory —help eliminate profit-eating remnants.



TESTED SELLING AIDS

Multi-Strand advertising, display cards, handy, useful surface measuring tables, folders and live wire merchandising all help boost sales.

WIDE DISTRIBUTION

The Multi-Strand line is handled only by top flight distributors. Warehouse stocks are carried at centrally located points.



- 1 Selected, long staple cotton
- 2 Careful spinning
- 3 Skillful twisting
- 4 Rigid inspection
- 5 Ties right, hangs without kinks or twists
- 6 Fishes better and longer
- 7 The same twine used in Gold Medal Netting — famous for quality for 108 years
- 8 Good volume, good profits, good repeats, and good friends for your store

GOOD REASONS WHY YOU SHOULD FEATURE GOLD MEDAL SEINE TWINE

Gold Medal
QUALITY SEINE TWINE
THE LINEN THREAD CO., INC.
(Successors to American Net and Twine Company)

418 GRAND STREET, PATERSON 1, N. J.

CHICAGO 10, ILL. • NEW YORK 17, N. Y. • BOSTON 10, MASS.

BALTIMORE 3, MD. • PHILADELPHIA 6, PA. • SAN FRANCISCO 5, CAL. • GLOUCESTER, MASS.

Dallas Club Elects New Officers . .

A NEW administration for the Dallas Hardware and Implement Club, headed for the ensuing year by a hardware executive, was elected at the regular monthly meeting late in November.

President is H. T. Biar, general manager of the hardware department of The Schoellkopf Company, who succeeds Ben T. Saxton of the Massey-Harris Company.

The new vice president is R. H. S. Henderson, assistant branch manager of the Allis-Chalmers Company; and the secretary-treasurer, J. D. Donson of the Minneapolis Moline Power Implement Company, was re-elected.

Directors are Allan P. Bates of the Higginbotham-Pearlstone Hardware Company, Alan C. Johnston of the Southern Supply Company, and R. J. Kupper, branch manager of B. F. Avery and Sons Company.

Fireplace Fixtures

(Continued from page 33)

the easiest of all to sell, and we've found that the relatively high price of fireplace fixtures is no hindrance."

With an inventory considerably larger than that carried by the average store, the Madison firm offers complete ensembles ranging from \$25 to \$125, with most sales concentrated in the \$50 to \$75 bracket. Included are much-decorated models which are popular in period furnished homes, as well as several simple models which appeal to young home builders. Both styles always are displayed side by side for comparison value.

"It has been difficult to estimate which price lines will sell best," Mr. Opel said. "Last year, we found that the lower priced lines wouldn't move without a great deal of special promotion, while the expensive lines turned over rapidly. This year the situation is reversed—probably influenced by the high cost of building homes."

He Found the Key to Suburban Store Success

(Continued from page 40)

sheet, where it can be easily compared with the monthly ledger sheets of previous years. At the end of each month he compares that month's total receipts with the same month of the year be-

Jacobsen Jacobsen Jacobsen Jacobsen Jacobsen Jacobsen Jacobsen



THE BEST DEAL IN MOWER SALES

1 Direct to Dealer Sales — No Middleman. 2 Attractive Discounts —
Bigger profits on every mower you sell. 3 Jacobsen — The name your customers know —
A company backed by nearly 30 years' experience in the development of quality power mowers.



**JACOBSEN
LAWN QUEEN**

An outstanding value. 2 models — 20-inch cutting width at \$127.50, 22-inch at \$137.50 with these features — powerful Jacobsen 2-cycle engine, automatic recoil starter, fully shielded chain drive, reel tip protective shields. Thousands of Lawn Queens have proved their worth in tough day-in, day-out commercial service as well as in residential use.



**JACOBSEN
BANTAM**

Unsurpassed in the lower price range. Handles so smoothly a youngster can run it with ease. Three sizes at these low prices — 18-inch cutting width, \$99.50; 20-inch, \$109.50; 22-inch, \$119.50.

JACOBSEN ESTATE 24

24-inch cutting width, \$270.00. Rear wheel drive. Cuts close to obstructions, eliminates much hand trimming.

JACOBSEN LAWN KING

26-inch cutting width, \$270.00. Powerful, rugged, handles tough cutting smoothly, easily.

JACOBSEN ALL-STEEL HAND MOWER

Clean-shearing, easy handling. Noted for precision construction and long life. Two sizes, 16-inch cutting width, \$28.50; 18-inch, \$29.50.

JACOBSEN POWER LAWN EDGER

\$95.00. Ideal for trimming along sidewalks, pathways, etc.

JACOBSEN POWER SCYTHE

\$235.00. Smooth working. Vibration practically eliminated.

JACOBSEN PARK 30

30-inch cutting width, \$395.00. A heavy duty mower throughout. Available with two 20-inch Trailmowers and Riding sulky.

ALL PRICES PLUS FREIGHT

Get the full story on these fast moving, nationally advertised, nationally wanted power mowers. Write for full details.

JACOBSEN MANUFACTURING COMPANY Racine, Wisconsin

Subsidiaries: Worthington Mower Company, Stroudsburg, Pa.
Johnston Lawn Mower Corporation, Ottumwa, Iowa

Jacobsen Jacobsen Jacobsen Jacobsen Jacobsen Jacobsen Jacobsen
SOUTHERN HARDWARE for JANUARY, 1950



**Completely New . . .
Different, and Better . . . Popular In Price
... and**



● Here's the first new idea in Thermic jug design in years . . . the strikingly handsome and supremely practical new Sportsmaster! It's lower and wider . . . easier to stow away . . . harder to tip over. Sturdy, steel outer case with beautiful, baked-on Sandstone color enamel finish, encloses low K-factor cork insulation and aluminum inner-stopper for maximum efficiency. Two-coat white porcelain-enameled steel inner-liner is acid-resisting, easy to clean. Offered in three models, it's deluxe through and through, yet *priced right*. And it's backed by consumer advertising in three leading, national publications! Write us *now* for full details!

Three Other Great Lines Give You the Only Complete Coverage of Every Need and Price Demand!

★ NEW, 1950 *All American*

This leading, quality line now offered with all aluminum accessories anodized, plus baked-on enamel finish in lustrous, satin-silver. Yes, quality is even higher . . . and prices are lower. Offered in 6 models and 2 series of liners, A and G.

SERIES A—Anodized Aluminum Inner-Liner
SERIES G—Gray, Porcelain-Enameled Steel Liner



★ NEW, 1950 *Champion*

In the ever popular vitreous, stoneware liner, the profitable, fast-selling Champions are still tops! The 1950 line has handsome, baked-on blue enamel finish, lighter weight, and lower prices. Offered in 5 models.

See your jobber or write factory for references for our New 1950 Catalog on these Famous, Money-Making Thermic Jugs

METAL INDUSTRIES, INC., INDIANAPOLIS

fore and marks in the margin the percentage of increase or decrease.

Thus, with this simple method of bookkeeping he keeps his hand on the pulse of his business at all times and knows any moment whether it is improving or skidding.

But getting back to the percentage increases, Sam's ledger sheets tell a fascinating story. While some months show a slight decrease in volume compared with the same month of the previous year, each year's full total has been consistently on the plus side every year since 1935. Volume now is nearly eight times what it was the first year of business.

While the Home Supply business is on a cash basis, this term, of course, is subject to the same qualification as all other stores pursuing the same policy. About 95 percent of the sales are for cash. The other five percent is on a 30-day basis, usually considered cash, or on a basis of special consideration. The 30-day credit is extended to nearby colleges, hospitals, or other institutions that always settle once a month. The "special consideration" is for any well-known customer who might ask two to four weeks time until a pay check comes in or a pension is received, etc.

"Our cash policy is so well known very few customers ask for time," explained Mr. McCown, "but in a distress case we would not be conforming to good suburban store policy if we denied a loyal customer a little time to help him pay for something he needed. We can't lose much this way, because if the buyer doesn't pay up as promised he is ashamed to come back and ask for further credit.

The same qualification goes for an occasional delivery service. Although the store doesn't operate a regular delivery, it will occasionally, as a matter of goodwill, send out purchases. One of the partners, in such an emergency, will jump in his private car and carry them out. For example, a woman who doesn't have a car of her own may purchase more than she can carry home on the bus. In such cases the fact that one of the partners stands ready any time to make the delivery in person generates more goodwill.

During the past eight years of shortages it hasn't taken much goodwill to sell almost any merchandise a store could obtain.

But McCown realized that this

gold rush couldn't last forever. During the war years there was no let-up in courtesy at his store, and this sustained goodwill for the coming buyers' market.

McCown underscores the importance of customer satisfaction. A "must" policy for the suburban hardware store is that of guaranteeing each article sold. If a customer expresses dissatisfaction the article should be replaced or the purchase price refunded. And McCown emphasizes that this must be done cheerfully.

Another way McCown keeps the customer smiling is by having available articles within a price range commensurate with the utility value of the item to the customer.

While many dealers may follow the policy of stocking only the higher-priced hammers, saws and other tools, the Home Supply Store also offers inexpensive lines.

"I know most of my regular customers," explained Mr. McCown, "and I know many of them do not need a hammer, except to drive a few nails around home three or four times a year. I know such a customer doesn't want to spend two or three dollars for a tool that gives him so little use."

CONVENTION DATES

Alabama Retail Hardware Association, annual convention and trade show, May 17-19, 1950. Headquarters, Tutwiler Hotel, Birmingham, Ala. Secretary, Mrs. Euna G. Ramsey, 509 N. 19th St., Birmingham, Alabama.

Arkansas Retail Hardware & Implement Association, annual convention, Feb. 13-15, 1950. Headquarters, Hotel LaFayette, Little Rock, Ark. Secretary, A. W. Porter, Hotel LaFayette, Little Rock, Arkansas.

Hardware Association of the Carolinas, to be announced.

Florida Retail Hardware Association and Georgia Retail Hardware Association, annual joint convention, May 22-23. Headquarters, Seminole Hotel, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Kentucky Retail Hardware Association, Inc., annual convention and trade show, Jan. 31-Feb. 2, 1950. Headquarters, Brown Hotel, Louisville, Ky. Secretary, Dwayne L. Laws,

Uniform High Quality

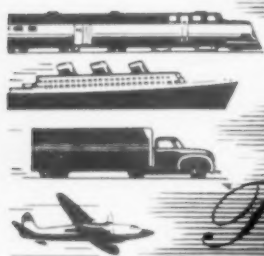
...day-in, day-out dependability
for the dealer and his customers

You can always depend on a GREENLEE 22. For each of these fine Solid-Center Auger Bits is given special care by craftsmen through every step of manufacture. Each is *Induction Heat-treated* so it will take and hold uniformly sharp cutting edges. And each is *Plastic-Sealed* with a heavy protective coating to assure its reaching you and the user "factory perfect".



STOCKED BY LEADING WHOLESALERS

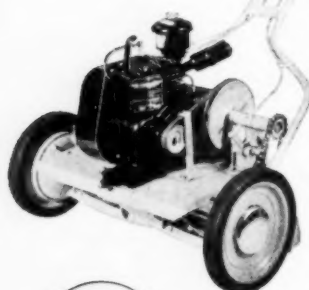
FAST SELLERS IN THE GREENLEE HIGH-QUALITY LINE
Auger Bits • Expansive Bits • Socket Butt Chisels • Socket Firmer Chisels • Car Bits • Razor Blade Draw Knives • Automatic Push Drills • Spiral Screw Drivers • Bit Extensions • Bell Hangers' Drills • Turning Tools • For complete information on these and other fine GREENLEE Tools, write today to Greenlee Tool Co., Division of Greenlee Bros. & Co., 1821 Herbert Avenue, Rockford, Illinois, U.S.A.



POWER is the Pay-Off WHEN YOU SELL

Philadelphia IN '50

THE FALCON JR.

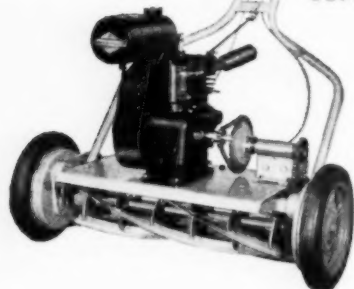


Every year more and more people are replacing hand mowers with power mowers. Take advantage of this trend . . . sell Philadelphia, the outstanding power line of all—in 1950.

THE FALCON



SUPER FALCON



The Philadelphia Dealer Data Kit, containing prices, complete mower details and pictures of free sales helps, is yours without obligation. Write for your free copy today!

THE FALCON JR.—A Deluxe 19" mower that's perfect for small home owners. Features 1 h.p. Briggs & Stratton Engine—clutch and throttle controls—weight 90 lbs.—handle stands upright for storage.

THE FALCON—The same dependable Falcon with a new look—new selling features. Cutting width 21"—powered by 1 h.p. Briggs & Stratton Engine. Automotive, double friction type clutch—all chain drive—cutting height 1/2" to 2 1/2". Weight 129 lbs.

THE SUPER FALCON—For big jobs here's power plus with a 1 1/2 h.p. Briggs & Stratton engine—21" cutting width—all chain drive—automotive, double friction type clutch—cutting height adjustable from 1/2" to 2 1/2". Weight 131 lbs.



PHILADELPHIA LAWN MOWER DIVISION

Coldwell-Philadelphia Lawn Mower Co., Inc.

GENERAL SALES OFFICES: S. Washington St., Greenfield, Ohio
Factory . . . Newburgh, N. Y.

501 Republic Building, Louisville, Kentucky.

Louisiana Retail Hardware Association, annual convention, March 20-21, 1950. Headquarters, Heidelberg Hotel, Baton Rouge, La. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippi.

Mississippi Retail Hardware Association, annual convention, June 5-6, 1950. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippi.

Missouri Retail Hardware Association, annual convention and trade show, March 7-9, 1950. Headquarters, Jefferson Hotel, St. Louis, Mo. Secretary, Louis C. Kreh, 1189 Arcade Bldg., St. Louis, Missouri.

Oklahoma Hardware & Implement Association, annual convention and trade show, Feb. 7-9, 1950. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, R. K. Thomas, 711 Wright Bldg., Oklahoma City, Oklahoma.

Panhandle Hardware & Implement Association, to be announced.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association, annual joint convention, Cincinnati, Ohio, April 3-6, 1950. Headquarters, Netherland Plaza Hotel. T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., managing director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, New York, secretary, AHMA.

Tennessee Retail Hardware Association annual convention, Feb. 20-21, 1950. Headquarters, Noel Hotel, Nashville, Tenn. Secretary, Morris Jones, Box 784, Nashville 2, Tennessee.

Texas Hardware & Implement Association, annual convention and trade show, Jan. 23-25, 1950. Headquarters, The Shamrock, Houston, Texas. Secretary, Ray M. Souder, 814 Texas Bank Bldg., Dallas Texas.

Virginia Retail Hardware Association, annual convention and trade show, March 21-23, 1950. Headquarters, Hotel Roanoke, Roanoke, Va. Secretary, G. T. Omohundro, Jr., Scottsville, Virginia.

West Virginia Hardware Association, annual convention and trade show, March 13-15, 1950. Headquarters, Greenbriar Hotel, White Sulphur Springs, West Va. Secretary, James C. Fielding, 1628 McClung St., Charleston, West Virginia.

BUSINESS TRENDS *and* PRICE CHANGES

Sound Business Predicted For 1950's First Half . . .

SURPASSING the hopes of even the most optimistic observers, steel production, in early December, had zoomed back to about 91 percent of capacity.

With the prospects of an ample steel supply in the near future, some economists were free to predict that the nation's business should at least return to the September level and a continuation of the upswing that followed the mid-summer slump.

Christmas buying, at least, came up to expectations, and retailers found that buyers were still in the market for all products, from cosmetics to appliances, though shoppers were noted to be cautious and price conscious.

With unemployment back to a more "normal" figure and with the need for full production to wipe out those shortages resulting from the steel strike, the predictions are for sound business conditions at least through the first half of 1950.

Few observers are willing to "go out on a limb" as to what the situation will be in 1950's last half. The probability is that there will be some further downward re-adjustments. For example, the automotive boom is expected to be about over in mid-year. This will have a settling effect on the economy. But there will be enough replacement buying in all lines of products to keep production and employment up.

Retail Sales Show Slight Decline . . .

INDEPENDENT retailers' sales were six percent lower in October, 1949, than in the same month of 1948, according to a recent report from the Bureau of the Census. October sales were three percent ahead of the September level this year.

Only motor-vehicle dealers reported sales in October higher than in October, 1948, reflecting an increase of 15 percent.

In comparison with the national average for retail sales, hardware sales showed a drop in October of 14 percent under sales for October, 1948.

In the South, hardware retailers did somewhat better, the average decline in sales from October, 1948, being about 10 percent.

Month-to-Month Sales Show Increase

TWELVE of the 24 cities and areas in the Southeast reported increases in retail sales in independent establishments during the first nine months of this year, compared with the corresponding period last year.

A recent report from the Department of Commerce showed percentage gains by the following cities: Augusta, Ga., 12; Columbus, Ga., 3; Asheville and Bristol, Tenn., Buncombe and Madison counties, North Carolina, and Harrison and Stone counties, Miss., 1; Clarksdale, Miss., and

Coahoma and Quitman counties, Miss., 11; Gulfport, 4; Johnson City, Tenn., 2; Chilton and Perry counties, Ala., 7; and Mantee and Sarasota counties, Florida, 13.

In comparing sales in September of this year with the same month in 1948, the peak year in business activities, increases were found in 11 of the cities and areas; and 12 of the cities and areas reported increases in sales in September over August of this year.

Parity Ratio Hits Post-war Low . . .

THE PARITY Ratio (ratio of prices received by farmers to prices paid, interest and taxes) dropped to 100 on November 15 for the first time since November, 1941, the Bureau of Agricultural Economics announced recently. This is one point below a month ago and nine points below November 15 last year.

The parity index was unchanged from a month previous, and at 240 was three percent lower than the corresponding period a year ago.

Geographic Division	% change in sales in sales Oct. 1949 from		10 mos. 1949 from	% change in inventories Oct. 1949		Stock-Sales Ratio		
	Oct. '48	Oct. '49	10 mos. 1948	Oct. '48	Oct. '49	Oct. '49	Oct. '48	Sept. '49
U. S. Total Sales	-10	-3	-8	-9	+1	146	144	140
South Atlantic	-19	-4	-12	-3	-5	227	192	229
East South Central	-22	+3	-16	c	c	c	c	c
West South Central	-13	-4	-13	-5	o	215	210	207

c. Insufficient data to show separately.

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)

HARDWARE Industry NEWS

Chas. J. Heale, *Hardware Age* President, Passes . .

Charles J. Heale, 49, president, general manager and publisher of *Hardware Age*, passed away December 1, following a cerebral hemorrhage suffered while en route to his office on November 28. Mr. Heale was also vice president of the Chilton Co., Inc., Philadelphia, Penn., publishers of *Hardware Age*.



C. J. Heale

Born May 20, 1900, in Brooklyn, N. Y., he joined *Hardware Age* as an office boy in 1916. He advanced through that publication's advertising department to a position on its editorial staff. In 1919, he became associate editor of *Hardware Age* and in 1923 became its Cleveland editor. In 1923, Mr. Heale was appointed editor-in-chief and then two years later was elected a vice president of *Hardware Age*. Since 1946, he has been its president and general manager.

Mr. Heale was a director of the Chilton Co., Inc., and of the Unexcelled Chemical Co., New York City; a member of The Hardware Boosters, The Nutmeggers of Connecticut, the Keystoneers of Pennsylvania, and The Engineers Club, New York City. His fraternal affiliations included the Sandalphon Lodge, No. 836 F.&A.M.; Americus Chapter, 215 R.A.M.; York Commandry 55 X.T., and Kismet Temple, N.B.M.S.

Mr. Heale is survived by his widow, Martha Windeler Heale; his parents, Charles and Eugenie Heale; and a brother, Kenneth A. Heale. He made his home in Massapequa, Long Island, New York.

J. F. Schoellkopf, Dallas Executive, Passes . . .

Funeral services were conducted in Dallas, Texas, on December 7 for J. Fred Schoellkopf, 69, son of the founder of a business that grew into one of the largest hardware and automotive distributing concerns in the Southwest, The Schoellkopf Company.

Schoellkopf, who died in a Dallas hospital after a brief illness, was the son of a Dallas industrial pioneer, G. H. Schoellkopf, who migrated to Texas from Germany and in 1869 founded a saddlery and leather business. Saddlery and leather is still an important factor in the volume of the concern.

J. Fred Schoellkopf was born in Dallas and got his early education in its private and public schools. In addition to being president of The Schoellkopf Company, he was a director of the First National Bank and of the Airmaid Hosiery Company.

Of two surviving sons, J. Fred Schoellkopf, Jr., is highly active in affairs of the company and another son, Wilson, holds an interest. A brother, Hugo W., is also actively connected with The Schoellkopf Company.

American Pad Elects Marc Vice President

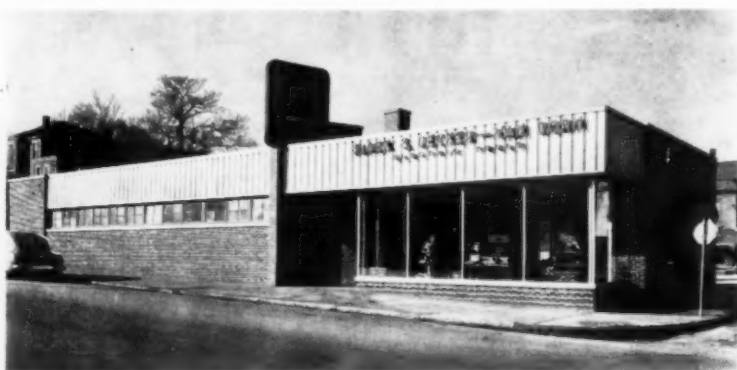
At a recent board meeting, Henri M. Marc, general manager of The American Pad & Textile Co., Greenfield, Ohio, was elected vice president of the concern.

Born in France, Mr. Marc was graduated from Carnegie Institute of Technology in chemical engineering in 1922. Thereafter, he was associated for a number of years with the Mellon Institute of Industrial Research, Pittsburgh, and later spent 15 years as assistant director of research for the Philip Carey Mfg. Co., Cincinnati.



H. M. Marc

He came to The American Pad & Textile Co. from the C. J. Tagliabue Mfg. Co. of Brooklyn, where he was assistant general manager and research director. Mr. Marc has been Tapatco general manager for some months, during which time, in addition to his administrative duties, he has conducted the company's new-product research.



The Black & Decker Manufacturing Co. of Towson, Maryland, has moved its sales and service branch to this new building at 315 Techwood Drive, N. W., Atlanta 3, Georgia. A. Lee Proctor is branch manager

NEW SOUTH BEND SOLID GLASS CASTING ROD

WITH
**Live Action
Fast Power**

Here's everything you've ever wanted in a rod... plenty of live action to give you distance with light lures... plenty of backbone for fast power to set hooks solidly... accurate, effortless casting. It's the "sweetest handling" rod you've ever tried.

Presto-Lock HANDLE

Tightening knurled collar locks reel and tip in hand-fitting semi-offset handle. Also, perfectly aligns stainless steel guides and tip-top with reel. Absolutely foolproof. Tip can't freeze. Black anodized metal parts, cork grip, black plastic forward grip.

484,000 TOUGH GLASS FIBERS —

bonded together to form a solid glass tip that is practically indestructible and retains its full live action, fast power and strength for years and years. It will take plenty of hard use and abuse. No. 2800 Solid Glass Rod — 3 lengths, all one price, 5, 5-1/2 or 6 ft. **\$15⁷⁵**

FREE! NEW BOOK ON FISHING



Nearly 100 pages of helpful fishing tips, casting instructions, fish pictures in color, tackle, etc. Write for your copy now. Free!

SOUTH BEND BAIT CO.
900 High St., South Bend 23, Ind.

SOUTH BEND

A Name Famous in Fishing

Tips on Tackle

By Hank Brun

ABOUT three years ago I saw some experimental glass rods. In fact, one was used in a movie I made. It was a pretty good rod, and I wondered why the manufacturer didn't bring it out for sale "right now." But the other day I had the opportunity of fishing with the finished rod, which is now on the market, and then I realized what a reputable manufacturer can and will do to make a rod perfect. This new South Bend solid glass rod is that rare thing—a perfect rod. Why do I think it is perfect? Because it has an action that agrees with the gospel I've been preaching these 21 years; its action is in the top 18 to 20 inches of tip. From that point down the flexibility of a casting rod should be very low. That's because the action of casting is exactly like flipping a green apple off a stick, and it is the snappy tip action that does it. There must be good backbone in a rod to cast a plug accurately. Most plugs run from 1/2 to 5/8 oz., and it takes a light to medium action rod to handle them. This new South Bend solid glass rod has that action. You can recommend it to your customers with a clear conscience, and you know they will come back to you. You may have to explain this matter of good action to them, but that's part of the job, anyway. Give good advice without argument, and you'll gain customers. This new South Bend rod is a beauty, too, but that isn't nearly as important as the fact that it is a quality rod with perfect action. I think you're going to like South Bend's new glass rod.

(Advertisement)

FINEST OF FLY RODS

SMOOTH, LONG-CASTING
ACTION



Lay out a line with a South Bend Split Bamboo Fly Rod and you'll feel the difference that *quality* makes. You'll sense the action along the entire rod as you shoot out long, accurate casts practically without effort.

Choice Materials plus Skilled Workmanship

That's what makes South Bend rods so much better. Choice split Tonkin cane properly seasoned, then matched for action with the "know how" accumulated in over a generation of making fine rods.

Dry Fly Action Rods

Rod	Length	Pcs.	Av. Wt.	Price
323	8 1/2 ft.	3	4 7/8 oz.	\$25.
	9	3	5 1/4	25.
346	8 1/2	3	4 3/4	20.
	9	3	5 1/4	20.
359	8 1/2	3	4 3/4	15.
	9	3	5 1/4	15.
290	7 1/2	2	4 1/4	15.
291	7 1/2	*4	4 3/4	15.

Bass — Steelhead Action Rods

53	9 ft.	3	6 1/2	\$35.
51	8	2	6 1/2	25.
24	8 1/2	3	5 1/2	25.
	9	3	6 1/2	25.
47	8 1/2	3	5 1/2	20.
	9	3	6 1/2	20.
59	8 1/2	3	5 1/2	15.
	9	3	6 1/2	15.
57	8 1/2	3	6	10.
	9	3	6 1/2	10.
55	8 1/2	*3	6	7.50
	9	*3	6 1/2	7.50

* Extra tip on all except 281 and 55

FREE! NEW BOOK ON FISHING

Nearly 100 pages of helpful fishing tips, casting instructions, fish pictures in color, tackle, etc. Write now. Free!

SOUTH BEND BAIT CO.
900 High St., South Bend 23, Ind.



SOUTH BEND

A Name Famous in Fishing

FAST SALES GREATER PROFITS WITH CLEMSON LAWN MACHINES



MODEL 17
\$2495*
cuts full 17"

MODEL E-17
\$2995*
cuts full 17"

MODEL 16
\$1995*
cuts 15" plus

*Suggested Retail Price—higher Denver west.

Easy-to-see quality—easy-to-point-out features plus top performance make these handsome canary yellow lawn machines practically self-selling. Watch the profits pile up when you adopt this complete mower line.

CHECK THESE CLEMSON FEATURES

- Box-Frame Construction
- Instant Height Adjustment
- Fingertip Shear Adjustment
- No-Bobbing Action
- Differential-Action Roller

CLEMSON SALES BOOSTERS



Clemson national advertising, starting in March, will tell millions of readers of the Saturday Evening Post, American Home and Better Homes and Gardens the advantages of owning a Clemson Lawn Machine.



Packed with every Clemson mower is an attention-compelling display card to slip on the handle bars of the machines you want to

display. Front of cards indicate model, price and features, while reverse gives instructions for adjusting and care to the new owner. These dual purpose cards help the Clemsons sell themselves.



In addition, Clemson offers you punch-packed newspaper mats for your own local newspaper ads... plus colorful envelope stuffers that tell "What to Look For in a Lawn Mower". All yours FREE for the asking. Send the coupon below today for your supply.

SEND FOR THESE CLEMSON SALES HELPS...
TODAY!

CLEMSON BROS., INC.

Dept. SH-1, Middletown, N. Y.

.....Set of Newspaper Advertising Mats

.....Envelope stuffers (state quantity)

Company Name

Address

CLEMSON BROS. INC.
Middletown N.Y. U.S.A.

Manufacturers of Hand and Power Hack Saw Blades, Frames, and Metal Cutting Band Saw Blades.

S. A. Bennett Named President of Nesco

Stevens A. Bennett was elected president of National Enameling and Stamping Company, Milwaukee, Wisconsin, at a recent meeting of the board of directors. A director of Nesco since April of 1949, Mr. Bennett succeeds Willard H. Sahloff, whose resignation as president and director was accepted by the board.

Mr. Bennett also is chairman of the board of directors of Bennett Industries, Inc., of Peotone, Illinois.

William H. Saunders, Jr., of New Orleans, was elected to the board of directors of Nesco to fill the vacancy caused by Mr. Sahloff's resignation as a director. Since 1929, Mr. Saunders has been president and chairman of the board of International Lubricant Corporation.

Surprise Birthday Party for W. I. Moody

Employees of Orgill Brothers & Co., Memphis, Tenn., managed to surprise W. I. Moody, chairman of the board, on the occasion of his 85th birthday, November 30.

John Morris, vice president of the company, insisted that Mr. Moody accompany him on a visit to the warehouse. When they returned, there was a big birthday cake in Mr. Moody's office, decorated with many candles; also a huge scroll picturing Mr. Moody kicking Father Time and signed by 175 Orgill employees and officials.

A veteran of 63 years with the Memphis wholesale hardware house, Mr. Moody is described in a Memphis newspaper as follows: "Still as spry mentally and physically as most men 20 years his junior, Mr. Moody goes to the office daily and stays all day."

Lowe Bros. Appoints Two District Sales Managers .

The Lowe Brothers Company, paint and varnish manufacturers, Dayton, Ohio, announces the appointment of two men to fill district sales manager posts in the southern district, Atlanta, Georgia, and the Southwest district, Kansas City, Missouri.

W. D. Moore, who has been manager of Lowe Brothers specialty sales department for the past two years, has been promoted to district sales manager in the Southwest district. He joined the firm in 1941 as a territorial salesman for western Iowa, southern Minnesota and sections of Nebraska and South Dakota. In 1946 he was made division manager and in this position supervised direct distributor sales of Lowe Brothers products in Sioux City, Denver and Salt Lake areas.

T. H. Hollimon, who has been serving in the capacity of division manager of the Pacific division, has been promoted to district sales manager

for the southern district. He started with Lowe Brothers in 1939 as a branch salesman and later a territorial salesman in Tennessee. After serving four years in the armed forces he returned in 1945 as a branch manager in Nashville, Tennessee. He served in this capacity until he was made a territorial representative in southern Florida. In 1947 he was appointed division manager of the Pacific area and performed those duties until his present promotion.

Both men will supervise all sales activities of Lowe Brothers trade sales products in their respective areas.

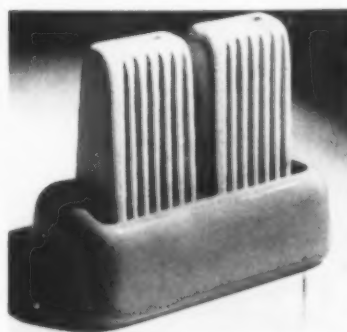
NEW PRODUCTS AND SALES PROMOTION MATERIALS

Home Humidifier Restores Moisture to Parched Air . .

To maintain proper humidity balance in heated rooms, the Puritan Sales Company of Atlanta, Georgia, manufacturer of Drier-Outer that extracts moisture from air during periods of high humidity, has introduced the Mois'n Air, to induce

moisture into the air under conditions of low humidity.

In collaboration with several members of the engineering faculty of a well known institute of technology, Puritan's research department designed and perfected a simple, yet unusually effective, home humidifier. As shown, Mois'n-Air consists of three simple parts: a ceramic oblong bowl and two porous evaporators. When decorated with ivy, etc., it makes a strikingly decorative setting. Mois'n-Air is non-mechanical, has no moving parts, requires no electricity. All it requires is tap water in the bowl.



Although only 8½" long and 8" high, only one humidifier is frequently adequate to restore nature's balance in a small home, it was announced. The chimney action of the upright evaporators insures maximum circulation of air, and its base contains sufficient water to raise the humidity from 20 to 40 percent, a recognized healthy level, in an area approximately 9,800 cubic feet.

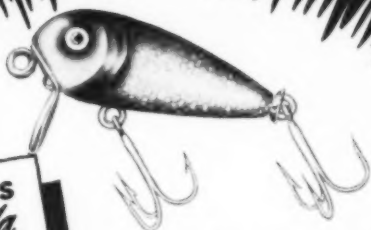
Said to reduce colds and respiratory ailments caused by dry throat and nose, the humidifier is priced to retail at \$4.98. It is said to last indefinitely and to restore moisture into rooms only when the air is too dry. The ceramic bowl comes in four decorator colors: rose, green, ivory and light blue.

Sports Jacket and Parka By American Pad . .

The American Pad & Textile Company, Greenfield, Ohio, manufacturer of Tapatco outdoor clothing and equipment, has introduced a new corduroy sports jacket for wear by both men and women and a completely reversible parka.

The jacket is made of heavy ribbed corduroy, comfortably styled, with two patch pockets and one breast pocket. Both collar and cuffs are fully interlined. Four colors are

The BAIT— The Experts are Recommending "SUPER MIDGET"



ACTUAL
SIZE

OTHER FAMOUS
Barracuda
BRAND
PRODUCTS
Reflecto Spoons
•
Feather and Nylon
Jigs
•
"Super Stout" Rods

The immediate success of this little "powerhouse" was not a surprise. Even in the hands of novices, the SUPER MIDGET is absolutely guaranteed to catch fish. When you watch its super-wiggling terrific fish-teasing action, you'll know why. Its "look alive" shiner finish simulates the best natural food for game fish. The SUPER MIDGET, made of plastic—never swells or waterlogs, and is correctly weighted for true, easy casting. Recommended for use on casting or spinning rod for Bass, Crappie (Speckled Perch), Blue Gills. A real winner for you.

Retails for \$1.00

CORK BALLS PLASTIC FLOATS



Keep your cash register ringing up extra fast sales with these long lasting all-purpose cork and tenite plastic floats—made with the same precision craftsmanship that has made "Barracuda" the favorite tackle of fishermen.

Get in touch with your fishing tackle jobber today for full information about the complete line of famous Barracuda Brand tackle made in the "Heart of America's Best Proving Grounds."



available: tobacco brown, gray, green and bright red. Each jacket comes individually boxed. Sizes are small, medium, medium large, large and extra large.

The parka, designated as Style No. 305, consists of a water-repellent army duck shell and a lining of 100 percent wool in brilliant scarlet color. Outer color is either green or blue. Designed for heavy winter wear, it includes a removable hood, which can be thrown back and rolled over the shoulder.

Compound Angle Vise Announced by En Fab

A compound angle vise for grinding, milling and drilling at all angles has been announced by En Fab, Inc., 338 Parsons St., Kalamazoo, Michigan.

Any surface, it is claimed, may be finished to size by grinding when held in the unit. Tool bits, form and dada cutters may be formed and sharpened by placing the work in



the angle vise and fixing the grinding surface in desired position for grinding.

The compound movement of the compound angle vise makes it possible to mill all shapes. This is accomplished by securely clamping the base to the mill, and using the compound swivels to obtain the shape desired.

Holes may be drilled in unusual locations with accuracy, it is stated, by setting the compound angle vise at the angle which will allow drill to hit the surface at right angles. The new product should find adaptability in drilling bothersome oil and breather holes. To convert the swivel vise to a straight drill vise, it is necessary only to remove four Allen cap screws.

The vise will hold material up to $1\frac{1}{2} \times 2\frac{1}{2}$ inches. The slotted base size is 4 x 6 inches. Overall height, 6 inches. The unit swings 180 degrees in either direction and is easily adjusted by socket head screws.

Pistol-Grip, Slip-Joint Combination Pliers .

A new development in slip joint pliers with offset pistol-grip handle, to fit the natural hand grip and enable the user to reach hard-to-get-at jobs is being introduced by Utica Drop Forge & Tool Corp., Utica, N. Y.

The pistol-grip gives efficiency with less effort, and reduces wrist fatigue, prevents slipping and skinned knuckles, it is claimed.



The No. 550-8" is drop forged of alloy steel and is another product in the complete quality line of Utica tools. It is being nationally advertised in consumer publications and is offered to dealers in a package of three tools and a counter merchandising display. Retail price is \$2.20.



ANYONE CAN APPLY WALLRITE... Tack it or paste it over any wall surface... Requires no canvas... Made of heavy quality sheathing paper its helps protect against wind, dust, drafts... One roll covers average 14 x 14 ft. room... There's a beautiful design for every room in the house.

Manufactured Exclusively by

FLEMING & SONS, INC.

Dallas, Texas

(NEWSPAPER MATS identical to this are available to dealers)

55

YEARS OF FAITHFUL SERVICE
TO SPORTING GOODS DEALERS



Ready Now

-for recognized!
dealers only •

SUTCLIFFE'S 1950 CATALOG

The retail sporting goods dealer's source book—featuring Fishing, Hunting and Athletic Equipment of recognized quality—preferred merchandise—the fine products of nationally-known, nationally advertised manufacturers—profitable goods you know and trust and like to sell—merchandise your customers seek and want.

176 PAGES

of accurately described brand-name sports goods. If you have not received your copy of this catalog advise us immediately.

The SUTCLIFFE CO., Inc.
LOUISVILLE 1, KY.

THIS DESIRABLE CATALOG

the largest and most
comprehensive in Sutcliffe's
history is sent only to recog-
nized dealers of fishing, hunt-
ing and athletic equipment.

Buckeye

POWER & HAND LAWN MOWERS

MODEL 550 DELUXE

Lightened by aluminum alloy—yet shock-proof, sturdy and durable. Smooth running, prompt acting, easy to propel. An exclusive Buckeye feature, the double pawl clutch, gives quick pick-up to the reel.



Tubular steel handle, stands vertical for easy storage. Rubber grips. 10" wheels. Tires semi-pneumatic. 5-blade ball bearing reel, 16" cut. Rubber roller. Weight 29 lbs.

Model 76A Power King is a thoroughly dependable product resulting from nearly 70 years of specialized lawn mower manufacturing experience. You can offer this quality power job to your customers with absolute confidence.

Completely modern design, precision built. Many desirable features:—Aluminum alloy castings. Tubular steel handles. Attractive baked enamel finish. 5-blade ball bearing reel with take-up for wear, 20" cut, adjustable for height. Positive clutch. Highly reliable power unit. Rugged tires.

**LIGHT
STRONG
MODERN**
*
**WEIGHS ONLY
87 LBS.**



LAWN
MOWERS
SINCE 1880

MODEL 76A POWER KING

Information
on request

MAST-FOOS

MANUFACTURING COMPANY
SPRINGFIELD, OHIO
POWER & HAND LAWN MOWERS

Speed sells the "YANKEE" 130A Q-R Spiral

A tool that makes time for your customers makes sales for you. The "Yankee" 130A converts a simple, easy push into a power-spin that drives the screw home. The quick-return (Q-R) spring automatically returns the handle for another power drive. Keeps the bit in the screw slot. Makes an easy one-hand job of driving and drawing screws even in awkward positions . . . overhead or down below, in narrow places or "blind" applications. That's the kind of speed with manpower economy a man can see in a moment and buy without hes-

itation. That's worth money on the assembly line, in the shop, for all kinds of maintenance work. Built to do hard work the easiest way . . . for years and years of willing service.

● SELL THESE WORK-SAVING ACCESSORIES!

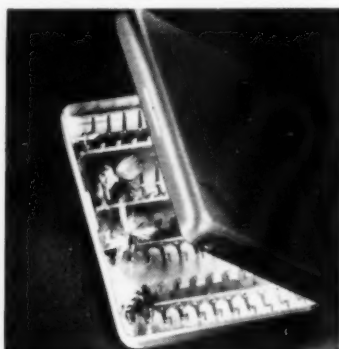


"YANKEE" TOOLS
NOW PART OF
STANLEY
THE TOOL BOX
OF THE WORLD

NORTH BROS. MFG. CO.
Philadelphia 33, Pa.

New Horton Fly Box Holds 44 Flies

An aluminum fly box that will float, will not rust, and holds 44 flies, is announced by Horton Manufacturing Company of Bristol, Conn. Retailing for \$2.25, it is new in design and sound in principle, the manufacturer reports.



In announcing the new unit, Horton calls attention to the fact that flies are held securely in place with phosphorus bronze inserts, will not fall out or be easily lost. The inserts will take flies in hook sizes of 6 to 16.

Dry flies will not be crushed and may be steamed while still in the box. The handsomely painted fly boxes weigh only three ounces. The phosphorous bronze inserts are tough and will not break, even under continual flexing, it was announced.

Solid Fibreglass Rod Features Lower Prices

Made by a new fabricating process only months old, the new Glasscaster rod has introduced the lowest price line in the field for fibre glass fishing rods, according to a recent announcement by Waltco Products Co., 2300 West 49th Street, Chicago, Illinois.

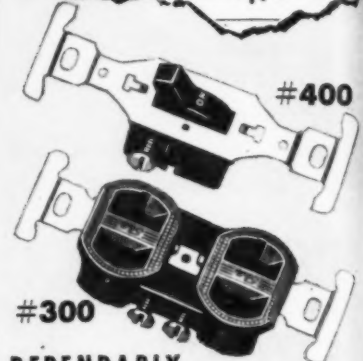
Four lengths, 3½, 4½, 5 and 5½ feet, ranging from \$9.95 to \$13.95 retail, now makes available to many more fishermen perfected rods of this new material which will not rust, rot or "set," it is claimed.

The Waltco process fuses thousands of thin glass fibres into one flexible, translucent solid shaft which forms one of the toughest substances known. Precision tapered, the solid shaft combines extra strength with permanently live, sensitive tip action.

Glasscaster rods are guaranteed against breakage under any fishing conditions. Equipped with mirror polished stainless steel guides and bridle tip, with windings of triple-twist silk, heavily lacquered. Patent pistol grip is made of polished aluminum and tenite.

MEMO:

ORDER
Slater
NOW!



DEPENDABLY
YOURS
FOR A *Lifetime*

TOPS IN } QUALITY VALUE LABOR-SAVING FEATURES

#400

- T-rated-Plus . . .
- Sm-o-o-th, Positive Action
- No Arcing — No Pitting — No Failures
- Compact—But Strong and Mighty
- Saves 10% Wiring Time

#300

- T-Slot Plus . . .
- Uniform, Preset Pull
- Solid, Eye-Appealing, Strong
- Huge Screws—Backed Out —Ready
- Saves 10% Wiring Time

Meet and surpass REA & Federal Specifications

- WRITE FOR CATALOGUE AND LITERATURE!

OVER 100 NEW DEVICES

SLATER

ELECTRIC & MFG. CO., Inc.
WOODSIDE, L. I., N. Y.



FIRE PROTECTION

**FOR YOUR PLANT AND
PERSONNEL WITH COBURN
FIRE DOOR HARDWARE**

Increase fire protection by installing metal clad or Kalamine doors with Coburn Fire Door Hardware. Dependable, smooth-operating Coburn Fire Door Hardware will save valuable goods and protect personnel . . . and your fire insurance costs will be reduced.

Coburn Fire Door Hardware is made to specifications of The National Board of Fire Underwriters and, where necessary, bears the U.L.I. label. Special sets are available for single and double incline or level slide doors; vertically operated doors. All are equipped with automatic self-closing devices. Write for Catalog #210 showing the full line of Coburn Fire Door Hardware; charts showing required headroom; wall space and other vital information.

Engineering help is available without obligation.

Other Coburn Products include #500 Swing-Over Garage Door Hardware Sets, overhead trolleys and conveying systems for carrying loads up to 3,000 lbs.

COBURN PRODUCTS DEPARTMENT
THE COLORADO FUEL AND IRON CORP.
WICKWIRE SPENCER STEEL DIVISION



Executive Office—500 Fifth Avenue, New York 18, N. Y.

Sales Engineering—56 Sterling Street, Clinton, Mass.

SOUTHERN HARDWARE for JANUARY, 1950



Proudly Presents
**THE
INDUSTRY'S
OUTSTANDING
NATIONAL
ADVERTISING**

Watch for H-I's striking full color 1950 advertising campaign. It will break soon —pre-selling the great new H-I line of fishing tackle . . . building profits for you!

11,276,786 customers will see H-I advertising in these great magazines

- Outdoor Life
- Sports Afield
- Field & Stream
- Hunting & Fishing
- Outdoors
- Outdoorsman
- Fur-Fish-Game
- Boys' Life
- Open Road for Boys
- Saturday Evening Post
- True
- Salt Water Sportsman
- Outdoor Tips
- Western Sportsman

Write us for your free copy of the new H-I catalog. And ask your H-I representative about our attractive "Advertising Special" proposition.

**HORROCKS
IBBOTSON
COMPANY**
UTICA, NEW YORK

Manufacturers of the Largest Line of Fishing Tackle in the World



Display Yard Accessories around **SOUTH BEND CROQUET!**

Families with a reason for using their yards are more likely prospects for outdoor items. And a popular reason for yard activity is the great family game—South Bend Croquet.

So, build your window and interior displays of yard equipment around South Bend Croquet. This tie-in can furnish a wealth of suggestions to customers and more sales for you.

Show This Book

16 page, 2-color book—
"How To Play Croquet"
—describes complete history and rules of game—
25c list. Quantity discounts to dealers.



SALES REPRESENTATIVES

Eastern—Jullus Levenson, 7 E. 17th St., N. Y.
South—Louis Williams & Co., Nashville, Tenn.
Midwest—South Bend Toy Mfg., So. Bend, Ind.
So. Calif. & S. W.—Anderson Sales Company,
730 W. 10th Place, Los Angeles 15, Calif.
No. Calif.—Standard Toy Agencies, 718 Mission,
San Francisco, Calif.
Denver & Pac. N. W.—Leo Scherrer, 2040 W.
93rd St., Seattle 7, Wash.

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

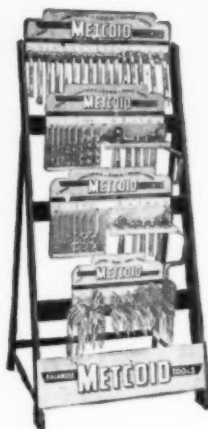
SOUTH BEND
Croquet

AMERICA'S FAMILY GAME

Toolmaster Assortment by Metal Engineering Co. . .

The Metal Engineering Company of Plano, Illinois, is introducing its new compact, Toolmaster Assortment No. 168, featuring a complete line of wrenches, sockets, attachments, pliers and screwdrivers on a handsome floor stand display.

According to the manufacturer, these tools cover 95 percent of consumer demand. For a small investment, dealers can obtain a complete assortment of widely used tools that service most requirements for farm, home or shop use.



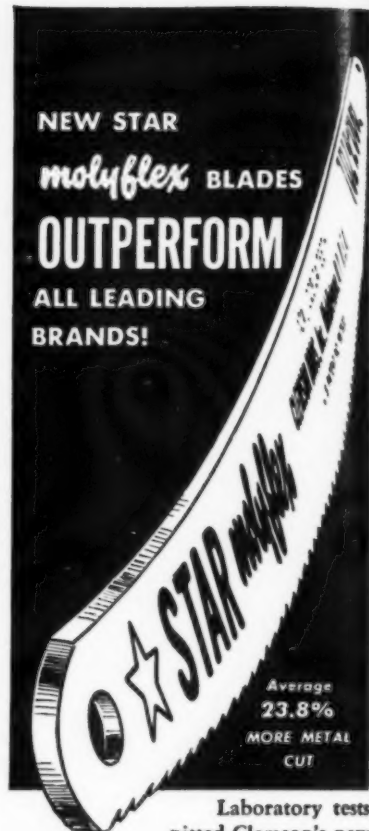
The 4-in-1 assortment consists of four individual units mounted on a single stand. The top unit features a full range of the most popular sizes of box-end, open-end and combination wrenches. The next two units are for $\frac{3}{8}$ " and $\frac{1}{2}$ " sockets and attachments, while the bottom rack displays a complete assortment of pliers and screwdrivers. The individual metal units are lithographed in three colors for instant appeal. All tools are conveniently arranged, so that customers may see them at a glance. All sizes and prices are clearly marked to facilitate selling and inventory. The all-metal frame fixture measures 3 x 4 inches and occupies only a few feet of floor space. It is lightweight and of rugged metal construction.

Lightweight Hack Saw Works at Any Angle .

A new power hack saw, operated by any standard electric drill and weighing only 21 pounds (not including drill), uses standard 10" hack saw blade and has a 5" stroke. Overall length (not including drill) is 26". When speed of drill is 1240 RPM, it gives 200 strokes per minute. The unit will cut pipe or metals up to 2 inches in diameter, two to ten times faster than hand sawing, it is claimed.

All moving parts are protected by safety guards and easily accessible by

NEW STAR
molyflex BLADES
OUTPERFORM
ALL LEADING
BRANDS!



Laboratory tests
pitted Clemson's new

"Molyflex" blades against eight leading competitive blades and although several were heavier, and none lighter, STAR "Molyflex" cut 23.8% more metal than the average of all other blades tested.

Here at last is a hand blade that cuts like a genuine "Moly", yet is so flexible it cannot be broken when used in a frame.

"Molyflex" blades are finished in all-over copper color and carry specification data clearly printed in green right on the blade. They are available in all sizes and pitches.

STAR STEELRITE METAL MARKING CRAYONS

Another profit-producing item in the STAR line. Mark hot, cold, damp or grimy metal. Marks withstand picking but do not affect enamel application. Specially extruded genuine soapstone insures uniform composition and strength. Attractively boxed and available in a variety of sizes.

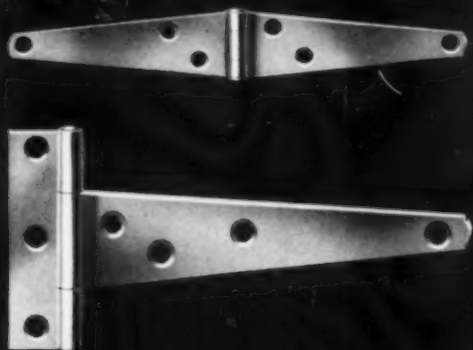
CLEMSON
MIDDLETOWN, N. Y.

5987
BROS.,
INC.

Manufacturers of Hand and Power Hack
Saw Blades, Frames, Metal Cutting Band Saw
Blades and the Clemson Lawn Machines.

**NATIONAL
LOCK
HAS IT!**

An Extensive Line of
BUILDERS' HARDWARE
That You'll Find Mighty
PROFITABLE TO FEATURE



Ask About Sash and Shelf Hardware,
Butts and Hinges, Casters, Catches,
Screws and Bolts, Chest Hardware.



Period Furniture Trim



National Tutch Latch



Handsome Cabinet Hardware

AND
Fast-Moving
**NATIONAL
LOCK**
Packaged
Hardware

**DISTINCTIVE HARDWARE
ALL FROM 1 SOURCE**



NATIONAL LOCK COMPANY

Rockford

Illinois

Merchant Sales Division

SOUTHERN HARDWARE for JANUARY, 1950

**Fishermen stop...
look...feel...buy!**



#25 ASSORTMENT and FREE BOX for Salt and Fresh Water Costs \$15.00 — Brings \$25.00 . . . includes 155 assorted items with list value of \$25. (110 Swivels in 10 sizes — 20 Spinners in 4 sizes — 10 Leaders in 3 sizes — 15 Casting & Trolling Leads in assorted weights and sizes). Plastic counter dispenser box, 6 1/4 x 10 3/4 inches, is **FREE**. New Selector Chart in box lid tells type, pound test, size, retail price, location of items in box. Free counter and window Demonstrator Card (shown above), 6" x 8" with dangling swivel for customers to try. (Refills available — one dozen of each tackle item to an envelope — from your jobbers).

**SWIVELS . . . LEADS . . . SPINNERS . . .
LEADERS . . . THAT SELL THEMSELVES**

Thousands of dealers know Bead Chain Swiveling Tackle stops and sells fishermen. The swiveling beads are obviously new and different . . . a modern answer to the problem of kinked and twisted lines. A big advertising campaign is pre-selling your customers. Put a self-seller assortment and demonstrator card on your counter. Extra sales of these high-profit swivels will pay

you big rent for the tiny space. Assortments include items for all kinds of fishing. All made of Monel Bead Chain, with stainless snaps and polished Monel spinners.

For names of jobbers, or descriptive bulletin write to Ashaway, Inc., Ashaway, R. I., sole sales agents. Or to The Bead Chain Manufacturing Co., 120 Mountain Grove Street, Bridgeport, Connecticut.

NEW #15 FRESH WATER ASSORTMENT

Costs \$9.00 — Brings \$15.00 . . . For inland dealers. Includes 87 assorted items with list value of \$15. (46 Swivels in 5 sizes — 17 Spinners in 4 sizes — 12 Leaders in 3 sizes — 12 Casting & Trolling Leads in 2 sizes and weights). **FREE** plastic dispenser box, 4 1/4 x 8 1/4 inches, with Selector Chart, and free Demonstrator Card.

BEAD CHAIN^{*}
Swiveling
TACKLE
^{*}Trade Mark — THE BEAD CHAIN MANUFACTURING CO.



DEEP CUT!



"Southern Kentucky" matches the woodsman's skill



They Cut Longer Between Sharpenings

"Carpenters' Expert" speeds construction jobs



COLLINS

Axes and Hatchets

The Collins Company, Collinsville, Conn.

lifting the hood. The unit employs a rotary motion, like hand sawing, so it never catches or binds. By the motion, dust is forced out of the cut and drops to the floor. As the blade is held rigidly in position, cuts are said to be remarkably true.

For general shop use it is commonly fastened in a vise on the bench. For overhead pipes, metals in awkward and hard-to-get-at places, or for pieces too large or too heavy to be taken to the bench, it can, because of its light weight, easily be carried to the job and there clamped to the work. The saw operates equally well upside down or at any angle.

Manufacturer is Zina Goodell Corporation, Salem, Mass.

Landen Reduces Prices of White Lead Putty

A reduction in the price of White Lead Putty was announced by the Landen Putty Works, Malden, Mass., effective October 1. New price sheets are being issued by the company, and copies may be had by writing to the firm.

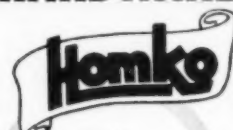
In making the announcement of the price reduction, C. J. Landen stated, "White Lead is extremely sensitive to market fluctuations. It went excessively high, in a short period lost part of its advance very quickly, and then began to climb back up. Current weaknesses, however, indicate that the peak has been reached, thus warranting reduction in our prices of White Lead Putty."

Anti-Backlash Line Developed by Western

The Western Fishing Line Company of Glendale, California, has announced what is said to be the world's first anti-backlash line.

The Magi-Braid line, made of nylon cord, is said to excel in these ways: it will not "birdnest" due to special braiding technique which is claimed to prevent buckling of line when reel over-runs cast; it casts 50

NOW! FOR EVERY HARDWARE STORE



POWER MOWER

With the Amazing New Automatic Clutch Control



New! Outstanding! Building your profits to new heights—for HOMKO has all those features your customers have been clamoring for! Automatic operation—no gadget or lever to use! Walking speeds are easily regulated by engine acceleration. Massive rubber tired wheels with a choice of standard, or over-size tires for high cut of grass. Easy storage. Write today and learn how you can profit with HOMKO Lawn Equipment! Built-in Recoil Starter available at slight additional cost.

18" to retail under \$90
20" to retail under \$100
24" to retail under \$150

DEMAND
DEPENDABLE
Homko
TRULY A
QUALITY
PRODUCT

CHOICE OF
BRIGGS OR
CLINTON
ENGINE

WESTERN TOOL & STAMPING CO.
2725 SECOND AVENUE, DES MOINES 13, IOWA

percent farther, due to an exclusive process that creates special texture which pays line out faster; it is invisible to fish, since tests prove that its tri-tone green color will lose itself quicker than ordinary line; and it has less stretch, because of its original hot-stretch process which removes surplus stretch.

Magi-Braid contains only 16 filaments, each .005", compared to the 544 filaments, each .00013", which ordinary fishing line contains, the manufacturer reported.



Pictured here is one of four truck loads of Rubbermaid Housewares which were delivered to as many distributors in Texas and Oklahoma during a four-week period in early fall. Additional truck loads went to Beck & Gregg Hardware Co., in Atlanta, Ga., and to L. Luria & Son, Inc., Miami, Fla.



Any one who walks into your store is a prospective customer for a can of Weldwood Glue.

Hobbyists, homeowners, handymen and professionals have an everyday need for this handy product.

So, keep your display carton in a prominent place.

You'll find Weldwood Glue customers are steady customers, too. They come back again and again, and they make your store headquarters for all their hardware needs.

Weldwood Glue is quick and easy to mix with cold water. Joints are permanent—stronger than the wood itself. They resist moisture, heat, bacteria and rot; can be light-worked a few hours after clamping.

Stock Weldwood Glue in 15c, 35c, 65c and 95c size cans. Ask your jobber for complete details, or write to United States Plywood Corporation.



Display this carton of Weldwood Glue within easy reach of your customers

HERE ARE TWO OTHER GOOD SELLERS!

Firzite



A specialty pre-finishing material to be applied over fir plywood or other soft woods. Available in white and clear, Firzite seals the wood pores... kills unsightly wild grain... virtually eliminates checking and grain raising. Used as an undercoat for stain, paint, or enamel, it dramatically improves the final finish.

Satinlac



Recommended as a simple, inexpensive material for the proper finishing of Weldwood Plywood and similar woods. It is a clear coating which is easily applied. It produces a durable, attractive finish; brings out all the natural beauty of the grain. Does not darken or yellow with age.

Write for more details on FIRZITE and SATINLAC.

UNITED STATES PLYWOOD CORPORATION

Industrial Adhesives Division, Dept. 542
55 West 44th Street, New York 18, N. Y.



WELDWOOD PLASTIC RESIN GLUE

SOUTHERN HARDWARE for JANUARY, 1950

NEW 1950 HURRICANE POWER LAWNMOWER NEW LOW PRICE NEW SELLING FEATURES

Get Ready NOW For Spring Profits With HURRICANE



Brand new, selling at an amazingly low price for a big deluxe mower, this fast-moving 1950 HURRICANE leads the power mower field with unsurpassed quality and value. Priced to meet the popular demand for an inexpensive but carefully engineered power mower, HURRICANE handles even the most difficult mowing jobs with top-notch efficiency... It glides effortlessly across established lawns, giving them that good-looking, professionally-kept appearance.

If you want big, profitable power mower sales during the busy season ahead, mail the coupon below today! You'll receive full information about the new low-priced HURRICANE by return mail. No obligation, of course.

ATTENTION JOBBERS:
Several fine territories are still open. Contact NATIONAL METAL PRODUCTS CO. immediately!

MAIL THIS COUPON TODAY

NATIONAL METAL PRODUCTS CO., INC.
Dept. B-1, 2722 Cherry Street
Kansas City 8, Mo.

Yes, I want to make money selling the HURRICANE line. Send me illustrated folder showing all the sure-sale Hurricane features, and give me the names of Hurricane jobbers in my locality.

Name

Street Address

City Zone State

NEW sources
of profit with
VICTOR'S
NEW
molyflex
Blades



On recent tests, when pitted against eight leading brands in cutting SAE 52100 Ball Bearing Steel, Victor's new "Molyflex" High Speed Hand Hack Saw Blades . . . averaged 23.8% more metal cut than all the leading brands tested. Here's the blade that rounds out Victor's famous line. Because it is more uniform . . . completely shatterproof . . . absolutely unbreakable when used in a frame . . . it is packed with extra profit-making features. A real sales leader . . . for making tough metal cutting jobs easy! Finished in gold, each blade carries specifications printed on it. All sizes and pitches.

Victor Steelrite Metal Marking Crayons

Here is another NEW Victor profit-making item. Available in a variety of sizes and attractively boxed, these crayons are a natural for off-the-counter sales. Special extrusion process insures uniform strength and composition. Markings can be made on hot, cold, damp or grimy metals and withstand pickling, yet do not affect enamel application.

Victor's famous Wall Chart and Metal Cutting Booklets are still available. Write today for your free supply.



VICTOR

SAW WORKS, INC., Middletown, N. Y., U. S. A.

Makers of Hand and Power Hack Saw Blades, Frames and Band Saw Blades

Pocket Knife and Nail File Gift Combination . .

A new two-in-one gift combination is announced by the Gits Molding Corporation, 4600 West Huron St., Chicago. Consisting of a slide blade pocket knife and slide blade triple cut nail file, attractively gift boxed, it is said by the company to have unusual gift possibilities.



The blade of the knife in this package is highest carbon steel with crocus finish, said to be razor sharp and to hold its edge. The file is triple cut, similar to the finish on the finest manicure implements. The plastic handler are molded in iridescent shades of gold, silver, maroon, blue, and others. Both knife blade and file slide in and out to four locking positions, thus preventing cuts and broken finger nails. Knife and file each measure 3 5/8" long, opening to 5 3/4 inches.

Crystal Dardevle Lure Has Sparkling Surface

Lou Eppinger, Detroit lure manufacturer, has introduced its newest



and best seller, the Crystal Dardevle. This "lure with a million lights," as it has been called, has a new patented plating finish which is smooth and wear-resistant, yet it gives the appearance of having millions of sparkling rainbow-hued irregular crystalline surfaces.

Expert fishermen have been testing the new Crystal Dardevle in all kinds of waters this past summer and are enthusiastic about its performance, the manufacturer announces.

The Crystal is available in the five Dardevle sizes and a choice of three iridescent colors—silver pearl, light gold and dark gold. Further information on the complete Dardevle line can be obtained from Lou Eppinger, 131 Cadillac Square, Detroit 26, Michigan.

MIRRO Offers Dealers Television Films . .

Aluminum Goods Manufacturing Co., Manitowoc, Wisconsin, has announced three television films on MIRRO utensils for dealer use as television spot announcements.

Each television spot has a running time of 50 seconds, leaving 10 seconds for dealer messages. Subjects include the MIRRO cooky press, pressure pans, and a general presentation of new and unusual MIRRO utensils.

EMBURY AIR PILOT LANTERNS

deliver
**BETTER EMERGENCY
LIGHTING SERVICE**

- Rising Cone Burner.
- Automatic Standing Bail.
- Balanced Air Control for Wind-proof Light.
- Double Seamed Base.
- Double Strutted Lift Lug.



No. 2 AIR PILOT
Lantern

Streamlined design, quality construction and over forty years of dependable lighting service are strong selling features of EMBURY lanterns.

For more AIR PILOT lantern facts, write,

EMBURY MANUFACTURING CO.
290 Allen Street Warsaw, N. Y.



WRIGHT

HARDWARE CLOTH..
every wire round and
true to gauge.. uniform
mesh.. free from bulges
.. straight selvage ..
heavily and brightly gal-
vanized the Wright way.
A Wright product all
the way from rod to
you.

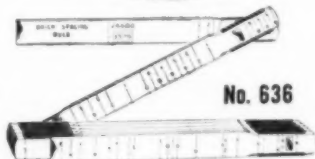
Southern Representatives:
D. C. Hornbrook
E. L. Hornbrook
Box 176
Avondale Estates, Ga.
Lawrence J. Baldwin
& Son
306 Carondelet Bldg.
New Orleans 12, La.

G.F. WRIGHT STEEL &
WIRE CO.
WORCESTER • MASS.



**BETTER MEASURE
WITH LUFKIN**

**NEW!
BRICK MASONS
"RED END" RULE
WITH 10 SELF-
SELLING FEATURES!**



- 1—Makes the spacing of brick courses easier and faster.
- 2—Used when mortar thickness or space only is known.
- 3—Solid brass joints with lock to preserve accuracy.
- 4—Staggered strike plates provide readability, prevent wear.
- 5—Special hardened and tempered steel springs.
- 6—Sections of tough, straight-grained hard white maple.
- 7—Heavily coated baked white enamel.
- 8—Gloss red ends—your guarantee of quality.
- 9—Prominent markings, extra-deeply imprinted.
- 10—Easy-to-read directions packed with every rule.

IMPORTANT NOTE: Tie-in with the big, new, nationwide LUFKIN advertising campaign—more than 14,000,000 newspaper and publication ads every month to help you sell the LUFKIN line. A supply of Brick Masons Rule envelope stuffers No. J-49-100, with your imprint, will be supplied on request.

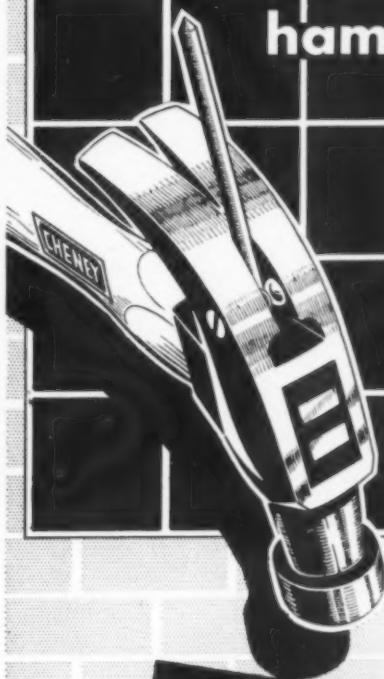
SELL LUFKIN

THE LUFKIN RULE CO. • TAPES • RULES • PRECISION TOOLS
SAGINAW, MICHIGAN NEW YORK CITY BARRIE, ONTARIO

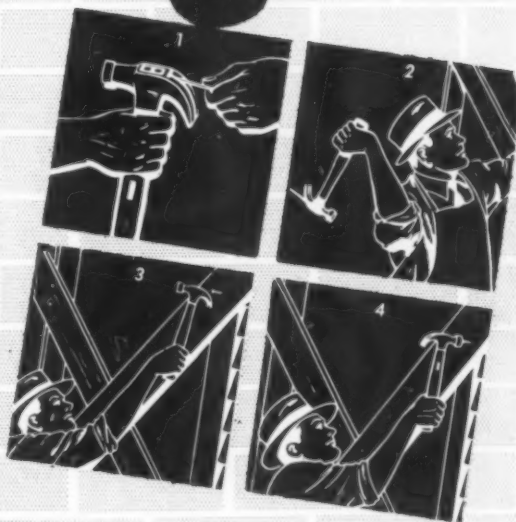
CHENEY

nail holding

hammers



Easy to use
- Easy to sell



Sales
**JOHN H. GRAHAM
& CO., INC.**
101 Duane Street,
New York 6, N. Y.

SANFORD BROTHERS
Chattanooga, Tenn.

ESTAB. 1820
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.

**WHEN YOU USE
PLIERS... You need
CHANNELLOCK**

*Easy
to remember...*
CHANNELLOCK

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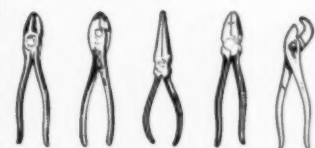


No matter what your work... plumbing, electrical, automotive, aviation, battery or ignition — there is a Channellock plier designed specifically for your job. If you use pliers... you need Channellock.

CHANNELLOCK

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The exclusive tongue and groove joint gives you these "plus" features: Greater Strength, Longer Wearing, Self-Cleaning, Closely Spaced Adjustments, Visible Adjustments, No Wear on Joint Bolt.



Send for Catalog C3 today

CHAMPION DEARMENT TOOL CO.
MEADVILLE • PA.

Only
Champion DeArment makes

CHAN NEL LOCK

TRADE MARK

REG. U. S. PAT. OF.

New Food Saw Designed For Many Home Uses . .

A new food saw, geared to actual, carefully studied needs in kitchen, pantry, food locker, and outdoor cook nook, has been introduced by the Larsen Manufacturing Co., Columbus 3, Ohio.

The length of its blade, pitch of its precision cut teeth, and the balance of its handle are engineered to make food-cutting easier, especially for women. It slices meat, saws bones, cuts hard-frozen foods, splits fowl, cuts rock-solid cabbages easily through the core, and makes other hard-to-cut items easier to handle, it is claimed.

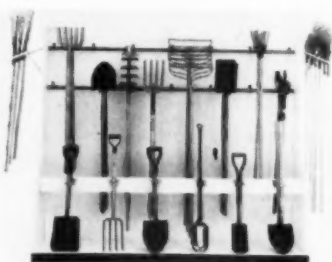


Chef-ess features a 13½-inch steel blade with a special, stainless finish. Lacquered hardwood handles, permanently riveted to the blades, are available in red, yellow, or white.

Packaged in half-dozens, 10 dozen units per shipping case, the food saws retail for \$1.98.

Space-Saving Displayer For Garden Tools . . .

A new profit-builder, designed specifically for the hardware trade, has been introduced by Reeve Company, 2222 S. Grand Ave., Los Angeles, California, manufacturer of a large line of display equipment.



This fixture consists of a slotted steel displayer, designed to hold six to eight rakes, shovels, hoes and similar tools in a wall area six to ten feet wide. All displays are riveted for double strength and finished in



WORLD FAMOUS Red Devil GLASS CUTTERS

**Scientifically Designed
for Perfect Cuts—
Relaxing
to Use—**

**G1
CAN'T
RUST**



Twelve in a display

**Chapmanized steel
RED DEVIL wheel—
Can't be imitated**

**A Product of
Red Devil Tools.**
IRVINGTON 11, NEW JERSEY

Durashine for lasting, shining brightness.

With the use of twin rails, one above the other, it is possible to display a complete selection of garden tools and companion items. While the slots in the displays enable them to be placed anywhere along the horizontal rail, the displays may also be screwed direct to the wall, if so desired.

Reeve displays are said to give a more orderly attractive appearance to the entire store; and, since all tools are easily seen and reached, self-service is encouraged with consequent reduction in selling expense.

New Mirro-Matic Pressure Pan Holds Six Quarts . . .

A new 6-quart pressure pan, designated as the Mirro-Matic "6" and containing all of the features of the 4-quart and 8-quart models, is being added to the Mirro-Matic pressure pan line by the Aluminum Goods Manufacturing Company of Manitowoc, Wisconsin.

The new "in-between" size features a wide, spacious bottom that is ideal for the preparation of large roasts or ham and which also accommodates seven pint jars or five No. 2 cans for pressure canning. Construction is of heavy-gauge polished aluminum with attractive non-burn-

DEALERS:

*Stock the **LOAT**
that **SELLS**
ON SIGHT!*



Dayton
COMBINATION
FISHING FLOATS

**WORLD'S
BIGGEST SELLING
FISHING FLOAT!**



FOR BOTH CASTING
AND STILL FISHING!

OVER 2 MILLION SOLD LAST YEAR!

Five popular sizes—at popular pre-war prices, 20c to 40c retail. Also 3 fast selling Lumi-Glow models—glow in the dark for night fishing thrills! Nationally advertised. Available through leading jobbers everywhere.

PLACE YOUR ORDERS
WITH YOUR JOBBER NOW!

DAYTON BAIT CO.

3307 N. DIXIE DRIVE • DAYTON 5, OHIO



Strataflo

Flexible Poppet
**CHECK
VALVES**



TRULY a better Check Valve! One-piece bronze, all-position Valves with Flexible Monel Metal Poppets . . . can't leak. For use with steam, cold or hot water, or other liquids. Write for illustrated bulletin No. 204 showing complete line of Strataflo Check and Foot Valves.

Order from your Jobbor

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA



KLEINS

For Your Customers Who Know Good Tools

Among your customers there is a certain group who recognize the value of the finest tools made. They know that the quality of the work they do—the speed with which they do it—depends in no small measure on the quality of the tools they use.

Kleins were made for these men.

Klein Pliers are available in a wide variety of sizes and patterns to meet any plier need. Be sure you have a stock of the more popular items in the Klein line on hand to serve those customers who want the best.

Distributed Through Jobbers

Foreign Distributor:

International Standard Electric Corp., New York

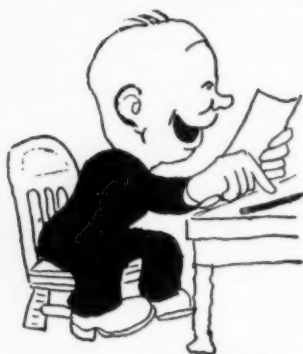


The Klein Pocket Tool Guide, showing the Klein line and containing useful information, will be mailed on request.



Mathias KLEIN & Sons
Established 1857 **Chicago, Ill., U.S.A.**
1200 BELMONT AVENUE CHICAGO 14 ILLINOIS

PREMAX



Send That Rod Order

You need Premax Low Priced Solid Steel Rods in order to get that huge volume of sales to fishermen who want a GOOD LOW-PRICED ROD and cannot or will not pay the money for more expensive tackle. Get the Bulletin and check over the Premax Line . . . then order NOW!

PREMAX PRODUCTS
DIVISION CHISHOLM-RYDER CO., INC.

5024 HIGHLAND AVE., NIAGARA FALLS, N. Y.

Sensational new *Airubber* SURF RIDER



Completely different in design, this new streamlined inflatable surf rider promises to be the year's biggest seller! AIRUBBER manufactures a complete line of quality inflatable beach mattresses and surf riders. ALL AIRUBBER products are made of Natural Crude Rubber and sturdy cloth fabric vulcanized together under tremendous pressure—four assurance of the longest life in rubber goods. Send your request direct to your jobber—or send us his name and address.

AIRUBBER DEPARTMENT OF
NEW YORK RUBBER CORPORATION
EMPIRE STATE BUILDING—NEW YORK, N. Y.

ing plastic handles and side grip.

The familiar one-piece indestructible Mirro-Matic selective pressure control, along with the high-domed cover, the V-type Neoprene gasket and the safety latch reminder ring, all are incorporated in the new model.



This model has been awarded the Underwriters' Laboratories seal. A 96-page recipe book and a handy cooking rack are included with the pan, which retails for \$15.95 East, \$16.95 West.

National Tutch Latch Released by Nat'l Lock

Announcement of National Tutch Latch, a new innovation in cabinet hardware, has been released by National Lock Company, Rockford, Illinois. According to the manufacturer, production has already reached the point where jobbers are receiving sizable shipments.

An ingenious device, which is easily applied to the interior of wood cabinets, Tutch Latch opens cabinet doors with the gentle touch of finger, wrist or elbow. When door is closed, Tutch Latch holds it securely. Beauty, convenience and low cost are described as outstanding features of the unit.



National Lock Company makes Tutch Latch available on a small investment, packaged "deal"—including four dozen latches and a free miniature counter demonstration unit. Each Tutch Latch is contained individually in an attractive printed envelope.

Billings Introduces Two New Adjustable Wrenches

The Billings and Spencer Company of Hartford, Conn., has introduced two new drop forged adjustable wrenches, Series 77, made from Billings vitalloy forged steel, and Series 78, made from Billings carbon steel.

Parrish Bowls



"SUPREME FINISH"

**MAKES THEM THE
FINEST BOWLS IN THE WORLD**

From select, top quality Michigan Hard Maple and Wild Cherry only the choicest bowls get the marvelous "Supreme Finish". No other bowls have this exclusive, secret finish that washes like china and gives customers lifetime satisfaction.

See These Supreme Quality Bowls
Learn About Their Extra Values

BOOTH 117
National Housewares Exhibit
NAVY PIER, CHICAGO
January 19-26, 1950

See Us at the Show, or Any Time
Our permanent display and office is located at
205 W. Wacker Dr., Suite 1219
Phones: RA. 6-0697—RA. 6-0850

J. SHEPHERD PARRISH COMPANY
205 West Wacker Drive Chicago 6, Illinois
The Oldest World's Largest Manufacturer
of Fine Wood Bowls

The outstanding feature of these two new wrenches is their light weight and the design of their construction, which will withstand pressure without binding or distorting the wrench and its working parts. The movable jaw has a wide bearing surface which rests on the solid frame, resulting in greater support in any operating position, especially when the wrench is open to its full capacity. The jaws are thin, tapered and well matched when closed.



Both Series 77 and 78 are made in 4, 6, 8, 10 and 12 inch sizes. Series 77 is finished in chrome plate with heads polished. Series 78 is finished in black with heads polished. Each wrench is individually packaged in the Billings distinctive metal edge boxes, with sizes plainly marked.

Further details are available from the manufacturer.

SELL SOL-O-LITE WINDOW MATERIALS



Sol-O-Lite Nu-V-Glass Glaz-Fabrik Glaz-Screen (10 x 10 Mesh) Glaz-Screen (14 x 14 Mesh) Glaz-Screen (5 x 5 Mesh)

A TYPE FOR EVERY CUSTOMER NEED BEST KNOWN FOR BUYER CONFIDENCE

SOL-O-LITE—Extra Heavy Wax Cloth—Retail Price 41c per sq. yd.

GLAZ-FABRIK—Wax Cloth—High Grade—Retail Price 35c per sq. yd.

NU-V-GLASS—Transparent—Laminated—Retail Price 56c per sq. yd.

GLAZ-SCREEN—10 Mesh—Bright Galvanized Wire—Retail Price 13c per sq. ft.

GLAZ-SCREEN—14 Mesh—Galvanized Wire—Retail Price 16c per sq. ft.

GLAZ-SCREEN—Large Mesh—Bright Galvanized Wire Mesh—Plastic Coated—Retail Price 96c per sq. yd.

SOL-O-LITE

MANUFACTURING CO.
4301 W. North Avenue
CHICAGO 39, ILLINOIS

Pioneers of 24 Years Producing Window Material

All types of THRESHOLD



CUT LENGTHS
INTERLOCKING TYPES
EXTRUDED BRONZE & ALUMINUM

Decorate with

DECORITE

Also a complete line of

Aluminum Molding

WRITE TODAY FOR FREE CATALOG

Decorite, Inc., 2116 Peachtree Rd., Atlanta, Ga.

Coming, February 1950

THE BIG SPORTING GOODS ISSUE

Sporting goods have become a major line with the retail hardware trade throughout most of the South; while with many progressive Southern dealers they have now become the one most important line.

The valuable sporting goods market in the South is built on the firm foundation of climatic and recreational advantages not found in the same combination anywhere else in the country. Over the greater part of the South, the mild climate permits year-round participation in all outdoor sports.

Throughout the year SOUTHERN HARDWARE devotes a large portion of its feature articles to Sporting Goods merchandising; and once each year an entire issue is given over exclusively to the subject. SOUTHERN HARDWARE editors realize that the increasing importance of sporting goods sales demands this specialized treatment.

In its February issue SOUTHERN HARDWARE'S editorial features will cover:

1. The Retailer's Opportunity.
2. The Wholesaler's Opportunity.
3. Southern Sporting Goods Shows.
4. Cashing in on Guns.
5. Fishing Tackle to the Front

Special Merchandising Features. Among the other features of the February special Sporting Goods Issue will be several illustrated articles covering the methods used by successful Southern dealers in building notable sales records on various lines of sporting goods—like outboard motors, game supplies, athletic equipment, etc.

SOUTHERN HARDWARE

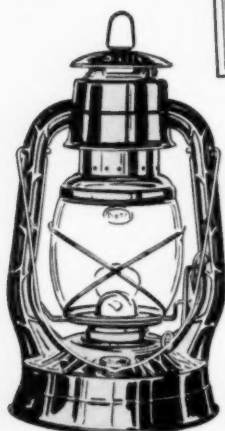
806 Peachtree St., N. E.

Atlanta 5, Ga.

SOUTHERN HARDWARE for JANUARY, 1950

73

**IT PAYS OFF
IN ANY
EMERGENCY**



**NO
SUDDEN
DARKNESS**

They
always know
if fuel
is low—

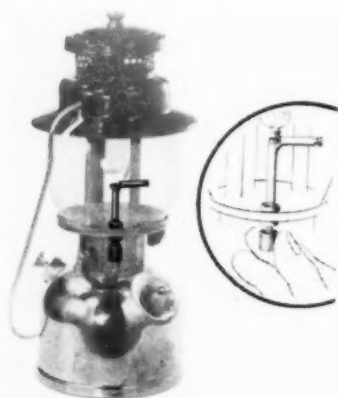


DIETZ LANTERNS

R.E. DIETZ COMPANY
EST. **NEW YORK** 1840
LIGHTING THE WORLD FOR 110 YEARS

Gates Lantern Lighter Gives Instant Light . . .

Any gasoline or acetylene lantern is said to light instantly with a flick of the thumb, under any weather conditions, with a new device manufactured by Gates Sales Co., 4728 Lorain Ave., Cleveland 2, Ohio. Known as the Gates Lantern Lighter, it is windproof, rainproof, and eliminates match-hunting and fumbling with matches under storm conditions, it is reported.



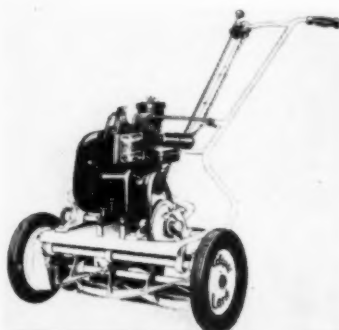
Permanently mounted in the light-hole of the lantern, the Gates Lantern Lighter sticks up inside the globe. When the thumb spins the outside knob, the spark wheel throws a strong fat spark on the mantle. The lantern lights instantly, whether cold or hot. There is no injury to the mantle.

The Gates Lantern Lighter uses ordinary cigarette lighter flints, easy to replace. It can be installed on any lantern in five minutes with a pair of pliers. Retail at \$1.00.

Eclipse Introduces New 18" Power Mower . . .

The Lark, a new 18" power lawn mower, has been introduced for 1950 by The Eclipse Lawn Mower Company of Prophetstown, Illinois, with the exclusive features previously restricted to the more costly Eclipse models.

Reel, wheels and sharpener (op-



Ta-pat-co Sleeping Bags are a real source of profit to many hundreds of retailers. There's a complete style and price range . . . fourteen Wool, Kapok and Down filled models to please all your customers.

Sportsmen everywhere know the Ta-pat-co label . . . know it stands for quality and comfort. That's why it pays to handle the Ta-pat-co line! Write us, or see your jobber for details.



The AMERICAN PAD & TEXTILE CO.
GREENFIELD, OHIO
CANADIAN BRANCH: CHATHAM, ONTARIO

tional) are all power driven. Natural-grip, all-steel handles are designed for ease of handling. Controls are located conveniently at the operator's fingertips. A Briggs and Stratton 4-cycle, 1 h.p. engine provides adequate, dependable power for mowing grades and terraced lawns. Other features contribute to trouble-free mowing performance, it was announced.

The price is \$99.50 F.O.B. factory, plus delivery and service charges.

Town & Country Tool Outfit by PEXTO . . .

A new Town & Country Outfit has been announced by The Peck, Stow & Wilcox Company, Southington, Conn., consisting of 23 carefully selected, highest quality, guaranteed PEXTO tools, mounted in a modern durable all-metal "suit-case" style container with rounded corners, full length piano-hinge, spring catches and hasp for padlock.

Container color is attractive metallic gray baked enamel. Individual tools are held in place with special spring-steel clasps. Retail price is \$44.95 East, and \$47.25 West, for No. 400.

The No. 100 Home Outfit is another carefully selected lot of guaranteed tools in a wood container. Retail price is \$34.95 East, and \$36.75 West.

3 FAMOUS NAMES IN NETTING . . .

U. S. HEXLOK—
The Perfect
Hexagon-Mesh
Netting with
Lock-twist
Weave . . .

U. S. STRAITLOK—
The Original
Straight-Line
Poultry Netting;
Woven Like
Farm Fence

U. S. 4 IN 1—
The New
Chick-tight
Straight-Line
Netting with
Graduated Mesh

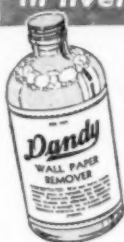
Available in either
galvanized before
or galvanized after
weaving.

**INDIANA
STEEL & WIRE CO.**
MUNCIE, INDIANA



A TRIPLE-NEED of HOME DECORATORS

-in lively seasonal demand now



DANDY WALL PAPER REMOVER
For easier, quicker removal of old wall paper—apply with brush—readily soaked off walls. Mix 1 pint with 3 gallons of water. Supplied in bottles, pints, quarts or gallons.

GLUINE COLD WATER SIZE

Household handymen—mechanics, etc. Keep it on hand—qualities and performance are convincing and get repeat orders. Packaged in Cartons and Bags—1 lb. to 100.



CONSUMERS WAX REMOVER
Removes old wax accumulations, floor oil, etc., preparatory to re waxing or refinishing. May be used on linoleum. Put up in powder form—display in small packages.



Consumer Products which are in constant demand by tradesmen, the home repair man, hobbyists, and for general daily utility, manufactured for years by—

ORDER FROM YOUR WHOLESALE.

CONSUMERS GLUE CO.

1515 N. HADLEY ST. ST. LOUIS 6, MO.

CASH IN ON EARLY LAWN SPRINKLER INSTALLATIONS

HOME owners who want uniformly green lawns will have their Thompson Sprinkling Systems installed early in the season. Timely sprinkling, plus the invariable coverage of Thompson engineered spray drops will keep their lawns beautifully green throughout the dry months ahead.

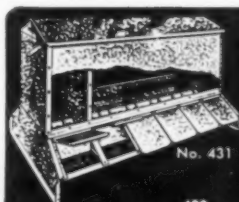
Be ready to meet this early demand. Ask your jobber today about Thompson Sprinkling equipment.

Write for the Thompson Catalog

THOMPSON MANUFACTURING COMPANY

Since 1907

2251 E. SEVENTH ST. LOS ANGELES, CALIF.



No. 431



No. 420

420 holds 6 bu.



No. 411

411 holds 10 bu.

C-74 Twin Cup Fountain holds 75 Gals. Also Summer Hog Fountains.

OAKES HOG FEEDERS AND FOUNTAINS

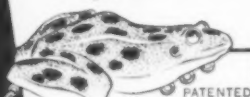
OAKES Hog Feeders and Fountains are profitable items for the dealer. See your OAKES jobber or write direct. OAKES Mfg. Co. Box 163-D, Tipton, Ind.

No. C-74

BURROUGHS BAITS

MADE TO FIT A FISHERMAN'S DREAM!

THE "Croaker"



Treble or semi-weedless, double hooks.

Patented cup arrangement on underside makes Croaker gurgler, waddler, and walk on water. 3 built-in actions. So beautifully and realistically made it sells on sight. And what a wonderfully low price!

LIST 95¢ EACH

1 DOZ. TO DISPLAY CARD

PLASTIC "FIREBUGS"

Firelacquer finish, 4 to 8 times more visible, more saleable! Rugged new plastic poppers in 2 series, 5 colors. Best made low priced bugs on the market.

LIST 65¢ EACH

2 DOZ. TO DISPLAY CARD

THE "TAD-POLE"

New jointed, wiggling underwater sensation. A real fish-teaser yet different from all other competitive lures.

- SEND FOR CATALOG INFORMATION
- STANDARD TRADE DISTRIBUTION



LIST \$1.00 EACH

1 DOZ. TO DISPLAY CARD

F. S. BURROUGHS CO., INC.

LEDGEWOOD, NEW JERSEY.



BURKS
WATER SYSTEMS
Easiest
TO SELL

- SELF PRIMING
- FULLY AUTOMATIC

PROSPECTS WANT
"LIFE-LOK"
FEATURE

LIFE-LOK GIVES USERS UP TO 40% more years of efficient water service—It's plus value you can demonstrate. Only BURKS has LIFE-LOK.

Write for BURKS DEALER Proposition.

DECATUR PUMP COMPANY
35 ELK ST. DECATUR 70, ILL.

NOR-SURF

BRAIDED NYLON
SURF or
TROLLING LINE



Take advantage of customer preference with NOR-SURF! Packaged 6 50-yard connected spools ... 24, 27, 36, 45, 54, 63, 72 lb. tests. Permanent sand color. This coreless, soft-braided Nylon Line has no objectionable stretch ... long life! Also on tubes of 400, 500, and 1000 yards ... same Tests and quality!

NORWICH LINE COMPANY, INC.
The Line of Champions NORWICH, N. Y.

Round Releases Leaflet On Spiral Picket Pin . . .

A leaflet descriptive of a new spiral picket pin, which is reputed to have widespread home, farm and industrial applications, is announced by the Round Associate Chain Companies.



The leaflet contains a complete description of the pin, which is 18" long and made of 3/8" bright galva-

nized steel. It features a double swivel that permits continuous chain movement in all directions. Typical uses include guy wire anchors for stacks, fence posts and poles; tension supports for aerial masts and trees; tent stakes, tie downs for stadium canvas, equipment covers and straw stack covers.

Pins are available from The Cleveland Chain & Manufacturing Co., Cleveland, Ohio.

Great Neck Announces New Screwdriver Series

Great Neck Saw Manufacturers of Mineola, New York, announces its new stainless steel screwdriver line, the S series. The line includes midsize screwdrivers with convenient pocket clip, stubby and electricians' screwdrivers, radio and cabinet type.

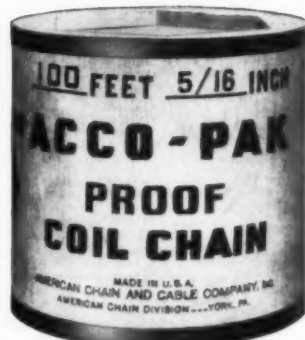
The tools are said to be different from anything on the market today, with greater strength and extra eye appeal. They will not rust, because of the all stainless steel blade feature. Blades are tempered and hardened their entire length; bits are precision ground to size. The handles, engineered for maximum grip efficiency and of attractive amber color, will not chip and are non-absorbent to grease or oil.

The screwdrivers are twist-proof, because the blades and handles are moulded together, making the tools more rugged. Packed one dozen to the box.

ACCO-PAK Container for American's Coil Chain . .

American Chain Division of American Chain & Cable Company, Inc., Bridgeport 2, Conn., has announced that BBB coil chain and Proof coil chain are now available in sturdy plywood ACCO-PAK containers.

This container permits the popular sizes of heavier chain to be conveniently handled and stored, as well as making attractive displays. Each ACCO-PAK contains one of the fol-



lowing sizes and quantities of chain: 250 ft. of 3/8"; 150 ft. of 1/4"; 100 ft. of 3/8", and 75 ft. of 3/8".

Chain is available in self-colored or hot galvanized finish.

FLAT WIRE TEMPERED BROOM RAKES

NUMBER 100



The frame of this Broom Rake is of one-piece construction, 18 gauge steel. The tines are of high-carbon, tempered, cold rolled flat wire, with rounded edge, 1/8" x .029. The combination is a rugged one that will give lengthy, satisfactory service; and due to the one-piece construction, will always retain its shape. Packed 6 heads to re-shipping carton.

The handle furnished is No. 1 hardwood, clear lacquer finish, 1 x 42 inches, packed 6 to bundle. Combined shipping weight 23 lbs. per dozen.

WIRE PRODUCTS COMPANY

2715 North 24th Street • Birmingham, Alabama
P. O. Box 5355, North Birmingham Station

OUR 13TH YEAR OF FURNISHING PRODUCTS
FOR THE WHOLESALE TRADE

For Sale

10-Kw Electric Plant

Compact unit with engine and generator in streamlined housing. Automatic control, push-button starting. 115/230 volt, single phase, 60 cycle, 3 wire generator driven by efficient Willys gasoline engine. Mounted on skids, complete with remote switches, wire and tools. Operated only 500 hours before replaced with power line service.

Suited for industrial, commercial, construction or agricultural use; ideal for stand-by service. Will sell at \$900, which is less than half its initial cost. Address Box 648, c/o SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta 5, Ga.

SALESMEN

To represent nationally known paint brush manufacturer on full-time basis. Must have following with wholesale hardware jobbers and paint distributors. Territory open S. E. area of U. S. including Ala., Miss., Ga., Fla., La., and lower midwest section including Neb., western Mo., Kan., Oklahoma, and N.E. Tex. State fully qualifications, experience and references. Box No. 645, c/o SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta 5, Ga.

SALESMEN AND REPRESENTATIVES now calling on PLUMBERS AND HARDWARE STORES—Manufacturers changing method of distribution, selling direct to retailers the best competitive low price, high quality WALL TYPE CHROME-PLATED SWING-SPOUT FAUCET on the market; protected territories; liberal commissions. Please write to Box 647, SOUTHERN HARDWARE, 806 Peachtree Street, N. E., Atlanta 5, Georgia.



• GREAT NECK SAW MFRS., INC. • Mineola, N. Y. •

ENGINEERED QUALITY TOOLS SINCE 1919—at popular prices...Nationally Advertised Products

- back saws
- panel saws
- pruning saws
- block planes

- hand saws
- mitre saws
- wood chisels
- fore planes

FOR ACTION SALES...



- keyhole saws
- coping saw frames
- screw drivers
- jack planes

SEE YOUR JOBBER IMMEDIATELY!

- back saw frames
- coping saws
- compass saws & nests
- smooth planes

★ MARSHALLTOWN TROWELS ★

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



FARM EQUIPMENT

SECTION OF
SOUTHERN HARDWARE

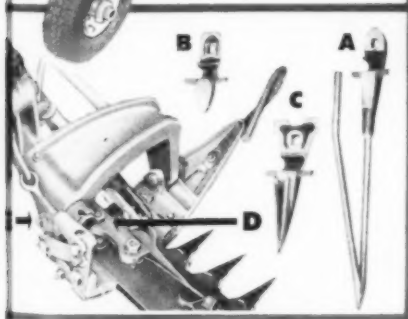
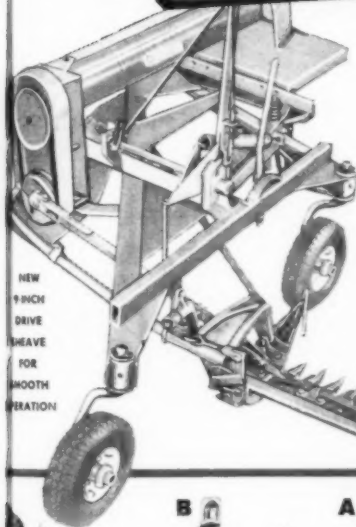
JANUARY

806 Peachtree St., N. E., Atlanta 5, Georgia

1950

The **MM** MINNEAPOLIS-MOLINE MODERN MACHINERY **UNI-MOWER**

CUTS A MIGHTY SWATH



MALLEABLE GUARDS FOR BETTER CUTTING



And It Has Many Features
We Believe You'll Like!

← Malleable sickle guards are easily replaced with one bolt. Pea Vine guards (A) eliminate clogging when heavy pea vines are cut. Stub guards (B) prevent weeds and heavy stalk and brush from clogging sickle. Rock type guards (C) prevent mis-alignment and breakage when moving over stony ground. Adjustable sickle guide (D) holds sickle in place and adjustable eccentric pin bearing (E) aligns cutter bar with pitman drive.

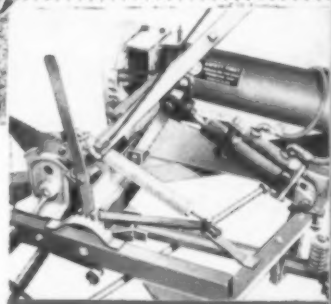
A Size for
Every Tractor
Equipped With
Power-Take-off



WEED ATTACHMENT



WINDROW
ATTACHMENT



HYDRAULIC LIFT LINKAGE

CHECK THESE FEATURES FOR VALUE

Greater Flexibility: Mower mounting at the rear of the tractor completely eliminates side draft. Caster wheels follow contour of the ground.

Greater Rigidity: Heavy-duty "push-pull" bar keeps the sickle always in line and assures greater rigidity of cutter bar. Finest quality roller bearings on all major shafts and drives.

Greater Safety: Power take-off and V-belt pulleys are shielded to provide greatest possible safety for the operator. The MM Uni-Mower, mounted behind tractor, permits the operator to see an obstruction before it is hit.

Protection Against Breakage: Safety release spring hitch protects the mower and driving mechanism against breakage. Cutter bar mechanism automatically pivots backward if an obstruction is hit.

MINNEAPOLIS-MOLINE
MINNEAPOLIS 1, MINNESOTA

The AVERY Model A Tractor does your full year's work at lowest cost



Because — it's made to fit every Avery implement with tailor-made precision and to pull it along the true, *natural* line of draft between center of power and center of load, reducing friction to a minimum, prolonging the life of your equipment, saving time and labor and cutting fuel consumption to an all-time low.

Because — tractor and implement work free of each other to make the implement do its best work at the lowest possible cost.

Because — the exclusive Avery Automatic Depth Control keeps plows and listers at uniform depth on any kind of field . . . rough, rolling or smooth.

Because — with the Avery Model A, you no longer need big-fuel-consuming, soil-packing tractor weight to pull you through the tough spots.

You're money ahead in more ways than one when you ride an Avery Model A . . . B. F. AVERY & SONS CO., Incorporated, Louisville, Ky.



Some Reasons Why AVERY Tractors Do Your Year's Work With So Little Fuel

Automatic spark advance. Governor, built into distributor, adjusts spark from 0 to 14 degrees ahead of dead center to always ignite fuel at point where it is most effective. More power from less fuel. Spark coil with condenser, insulated in oil in hermetically-sealed steel case, gives hot spark to assure full use of all fuel. Graphite-bearing starting motor. Generator with cutout to prevent overcharging.

AVERY MODEL A TRACTOR

Developing the Rural

With the expansion of rural electric lines, electrical appliances, properly merchandised, can be a major line

APPLIANCE MARKET

RURAL ELECTRIFICATION, the magic make-over of farm living, has opened one of the South's biggest markets. Nearly all agree that the southern farmer and his wife are now among the country's best prospects for electrical appliances, from light bulbs to pumps.

Hence, the competition is keen in this field, and those farm equipment dealers who believed that they would sell appliances simply by stocking them have, in many cases, been sadly disappointed. Still, other farm equipment dealers have demonstrated that proper merchandising of appliances can make this department of their business one of their best in dollar volume.

The Bradley Supply Company

By Bolling Branham

of Cleveland, Tennessee, the Farm Equipment Company, Orangeburg, South Carolina, and J. Nat Moore & Sons, Athens, Tennessee, all full-line tractor and implement dealers have done an excellent job on appliances, and have reaped steady and profitable rewards.

A singular similarity between these three dealers is that all of their appliance departments have separate floor space allotted to appliances; all have a full line of appliances, not being limited to just refrigerators, and their appliance departments are exceptional in visual merchandising.

"For us, the most effective means of selling appliances has

been live demonstration," says J. W. Robinson, vice-president and manager of the Bradley Supply Company. "Our appliances are connected to water and electricity on our sales floor, and an interested customer gets an immediate and thorough demonstration."

In order to give these effective demonstrations, a floor salesman has to know his appliances, and know the product sales stories. This can be obtained only through study and enthusiasm. At the Bradley Supply Company, for instance, the manager of the appliance department is an appliance specialist—Willis Byrd—who has many years of experience in appliance selling. Yet, even here, his entire time is not devoted to this for he does other selling.



Live displays, such as this pump display at J. Nat Moore & Sons, are effective in selling electric items



J. W. Robinson and Willis Byrd, left, of Bradley Supply Co. have sold a large volume of home-freezer units



Top: Robinson discusses selling with home economist Mary Artchur.
Center: Small appliances at Bradley Supply Co. bring new customers.
Bottom: Willis Byrd, right, demonstrates a used appliance

The knowledge that appliances must be promoted and sold, both through inside demonstrations and outside selling, has kept many farm equipment dealers from taking an active interest in this market. Having a foothold in the rural market, the farm equipment dealer theoretically should have an easy time of it, but a competitor's selling will knock this cold, if his own salesman is not alert in selling the advantages of his products.

Outside Salesmen

All of these three dealers have been using outside salesmen. The Bradley Supply Company, which has been very successful since opening the appliance department in April of 1949, does not have a regular outside salesman, but Byrd and Robinson both make outside calls and follow up leads. This company has a system of regular promotion and advertising to bring in prospects and follows up on these.

The other two companies employ outside salesmen and have found that they have been successful where salesmen have not had to specialize. Both of these companies believe that it is not essential to have outside salesmen exclusively on appliances, but that company salesmen can follow up appliance leads and make these sales while making other calls. Using this system, the J. Nat Moore Company, of Athens, Tennessee, has an appliance volume that regularly runs to \$5,000 a month. Sales training on appliances *IS* necessary, and these companies conduct regular conferences.

Service is necessary—this is an established principle of appliance selling. The problem has been solved neatly by the Bradley Supply Company, which leases space to an experienced repairman who handles company calls and warranties, and reconditions trade-ins which are sold at a profit, where possible. The other two companies have found it better to operate their own appliance service department, by training one mechanic to be an appliance repairman. The farm equipment dealer has an advantage here in already having a shop and facilities.

Don't overlook farm organizations. As a farm implement dealer cultivates and works with the county agent, so he should work with home demonstration agents and clubs. Many utilities maintain home economists who aid in in-

Men and Machines that Help Maintain International Harvester Leadership



...That Light the Way to Better Farm Equipment

Giving two parts of an IH tractor frame the "hot foot" with enough current to light twenty-seven thousand 40-watt bulbs produces a weld as strong as the parts it joins. This powerful flash butt welder makes it easy to put together solid steel bars as big as a man's leg. In 5 minutes, it does a job that formerly required 1½ hours.

The flash butt welder is one of many modern welding devices used by International Harvester. Seam welders turn out leak-free fuel tanks in jig

time. Robot-controlled arc welders make it easy to fabricate parts with a peas-in-the-pod uniformity. Inert gas arc welders produce smooth welds that require little grinding—slash the cost of many jobs.

Welding specialists at IH Manufacturing Research are constantly striving to improve welding techniques and broaden their application. These experts are part of a 250-man testing and research team that conducts a never-ending search for ways to give farmers better IH farm equipment.



International Harvester Builds McCormick Farm Equipment and Farmall Tractors ...

Motor Trucks ...



Crawler Tractors and Power Units ...



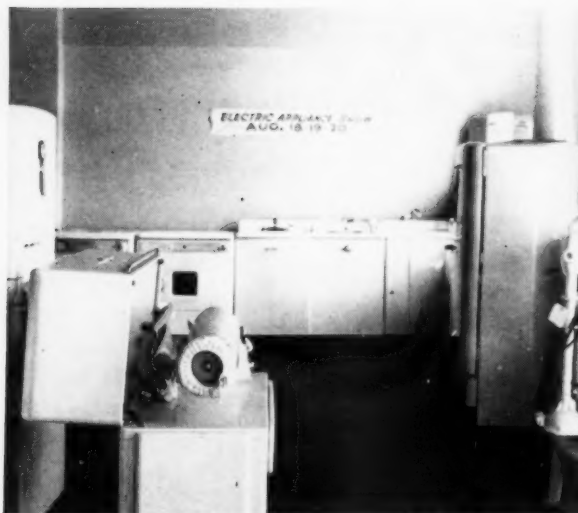
Refrigerators and Freezers ...



INTERNATIONAL HARVESTER

Chicago 1, Illinois

FARM EQUIPMENT SECTION of Southern Hardware for JANUARY, 1950



At Bradley Supply Co., at least one of each type appliance is connected and ready for live demonstrations



Outside selling is important and J. Nat Moore & Sons have distinctive trucks, known throughout the area

structing the farm wife in correct use of appliances—but this does not relieve the dealer of the responsibility of seeing that the appliances work correctly and that the customer is completely satisfied. Call-backs by salesmen are necessary for this.

When the Bradley Supply Company opened its appliance department, it held a "Customer Appreciation Day," which attracted several thousand persons, through a "give-away" of a radio. Best of all, visitors were asked to fill out registration cards, which have been used since then for prospect lists, and which helped account for the sale of 70 major appliances during the first three months of operation of this department.

Continuous display of a full line is emphasized by Fred Herlihy, of the Farm Equipment Company, Orangeburg, South Carolina, and at J. Nat Moore & Sons, in Athens, Tennessee.

Trade-ins are an important function of an appliance department, for they encourage selling. But it is easy to appraise a trade-in too highly, and it is best that there be a definite system for appraisals. The Farm Equipment Company has an appraisal report system which requires a detailed estimate of the value, the cost of repairs needed, and estimated selling price of trade-in appliances.

How to pay salesmen? At the Bradley Supply Company, all employees are on a straight salary, with a bonus at the end of the year depending on profit, length of service, and position held. J. Nat Moore & Sons pay salesmen a

minimum guarantee of \$30.00 weekly, with seven percent of gross sales as commission. The \$30.00 is deducted from commissions first, but there are no hold-overs from one two-week period to another, which is the length of time the commission period runs.

How about sales contests to spur salesmen? Moore says that he is not in favor of such contests, because it is hard to administer them so that there is no friction between salesmen.

Specifically, the methods employed by these farm equipment dealers in making appliance departments pay well are these:

1. Stock full lines—refrigerators, home freezers of several

sizes, pumps, water heaters, ranges, home laundries, etc.

2. Separate appliance display from other displays and take especial care to make this display attractive. Most important, connect appliances, so that live demonstrations of washers, sinks, irons, etc., can be made on the floor.

3. Train outside salesmen in appliance sales stories, and fit appliances into your general line of promotion, so that you can establish your store as a "complete appliance store."

4. Make a good service department arrangement, to give fast and efficient service, so that customers will stay sold.

International Harvester Plans New Depot in Atlanta, Ga.

THE INTERNATIONAL Harvester Company, Chicago, Illinois, has announced plans for constructing a \$2,000,000 parts depot in Atlanta, Georgia, to serve its southeastern territory.

The new building will comprise 150,000 square feet; and, to staff the new depot, the company will employ approximately 250 persons.

The new parts depot will be separate from the Southeastern Regional Motor Trucks Sales Offices, located at 580 Whitehall St., in Atlanta.

The depot will service the company's dealers in the Southeast,

with parts for all its products—trucks, farm equipment, industrial power equipment, refrigeration and other household service equipment.

According to the announcement, the depot will be on an equal footing with the company's other parts depots in Baltimore, Milwaukee and Oakland, Cal.

At present, International's dealers in the Southeast receive parts service through district offices at Birmingham, Jacksonville, and Knoxville. The Atlanta depot will consolidate this service in Atlanta.

BUMPER CROPS Leave Fields Hungry

● Hybrid corn and all high-yielding crops pump plant food out of soil. Every bushel takes its bit of phosphorus, potash, other vital elements. Manure, spread fresh, returns three-fourths or more of the plant food in livestock feed and bedding. Manure restores organic matter to soil, improves its structure, makes it easier to till, more resistant to erosion. The more productive soil has been—the harder it has been worked—the more it needs manure. There's money in manure for farmers who make the most of it—for dealers who make the most of the market for spreaders.

BIG MARKET FOR SPREADERS

Every farm with livestock needs a modern spreader. Every farmer can get greater crop gains by thin, even application of available manure on more acres. Every farmer can gain time, cut costs, with the quick hitching, easy loading and fast travel of a Case spreader.

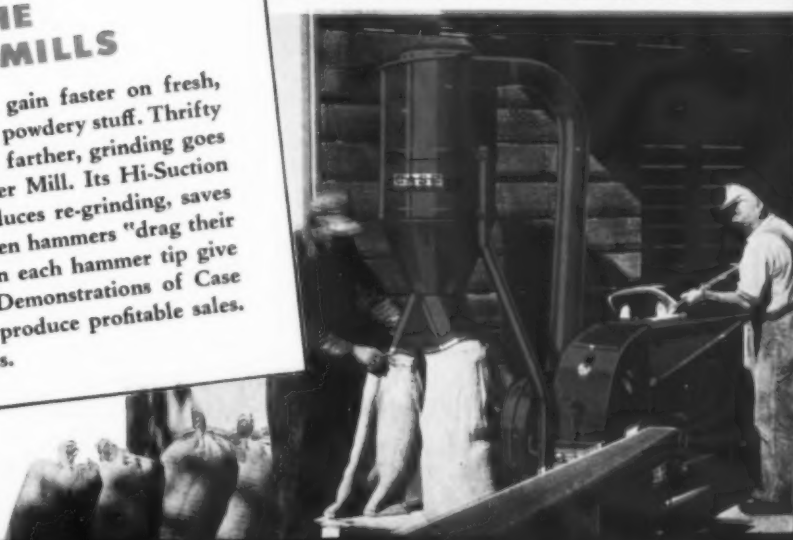
ONLY SPREADER WITH SELF-RAISING HITCH

There's no lifting or tugging, no jack or prop needed, to hook onto a Case tractor spreader. Hitch rests right on the ground. Clevis simply slides up a slant to drawbar height. Same sliding action gives tractor a rolling start in slick barnyards. It also lets front of low box still lower for loading.



DON'T MISS THE MARKET FOR MILLS

Thrifty animals eat better, gain faster on fresh, cool-ground feed, free from powdery stuff. Thrifty farmers find that feed goes farther, grinding goes faster, with a Case Hammer Mill. Its Hi-Suction fan keeps screen clear, reduces re-grinding, saves time and power wasted when hammers "drag their feet." Eight keen edges on each hammer tip give eight-fold grinding life. Demonstrations of Case Hammer Mills on farms produce profitable sales. J. I. Case Co., Racine, Wis.





PLANNED PARTS PROMOTION

All employees sell parts at this company, where the parts department accounts for 30 percent of volume

AS THE result of a long-range sales promotion program, sales of parts presently account for approximately 30 percent of total volume at the Taylor Tractor & Implement Company of Montgomery, Ala.

Because of this year-round program, which encourages parts promotion by all 23 of the firm's employees, the anticipated parts volume for 1949 will exceed \$140,000.

This sales program, inaugurated several years ago, is responsible for turning the parts inventory twice annually. Equally important, sales of tractors and other equipment have been greatly stimulated, according to W. R. Taylor, Jr., owner of the company.

"We decided to place special emphasis on parts a long time ago,"

says Taylor, "because parts allow us a higher profit, sell consistently, and because a good parts and service program enables our company to sell a larger volume of new farm equipment."

Taylor feels that his organization should become firmly entrenched as a dependable parts supply source now, so that a steady source of revenue will be available as competition becomes increasingly strong.

"We insist that everyone on our payroll promote and sell parts at every possible opportunity," says Taylor. "Parts sales of each employee are recorded, and we constantly check each employee's production." The entire personnel has responded wholeheartedly to his appeal for moving parts.

As a result of this cooperation, volume increased to the extent that the Taylor Tractor & Implement Company began, soon after V-J Day, a five-year improvement and expansion program for its parts department which has given it one of the largest and most modern parts departments in central Alabama. Floor area of the department was enlarged by one-third in 1947, and this expansion should take care of future sales increases for at least 10 years, according to Taylor.

The parts department now occupies floor space approximately 50 x 100 feet in area. In addition to the department, an upstairs storage room offers almost an equal amount of space for parts.

This dealership employs three

FACING the FUTURE ... UNAFRAID



OUR ATOMIC AGE gives some folks nightmares that linger long after dawn. Many look to the future with doubt, despondency, and despair.

Farmers read the fear-filled headlines, too—after they have looked at the weather report. They have a big stake in our tomorrow, but they never forget today's job—setting a good table for both rural and urban Americans.

Modern John Deere Power Equipment makes it easier for farmers to raise bumper

crops and produce the mountains of meat needed to provide an adequate, well-balanced diet for our people. This abundance of food not only helps to safeguard the nation's health, but nurtures happiness and contentment.

Because of their faith in the land, in themselves, and in divine providence, farmers—who seem to take for granted that each new year will be better than the last—set a shining example for us all. They face the future hopefully—unafraid!

JOHN  DEERE

MOLINE • ILLINOIS

outside salesmen who work on a combination salary and commission. Each of these salesmen keeps on the alert for potential parts customers and works with Taylor's parts manager in promoting seasonal lines.

Being in the field and constantly in contact with a major share of the company's customers, these salesmen are able to quickly rally large numbers of prospects and purchases for any particular type of part that the store may be trying to move.

For example, just before the summer hay season begins, each salesman makes a point of carefully inspecting the hay mowers, hay balers and hay rakes on every farm he visits and suggesting immediate replacement of worn or damaged parts. During early spring the same procedure is used with cultivators, disc harrows, middle-breakers and other tillage equipment; and during the waning weeks of summer a drive is made to free all types of harvesting machinery from improperly functioning parts.

These inspections are made in addition to brief general references to Taylor's complete parts service during the course of the salesman's interview with the farmers. This sales effort on the part of the outside representatives has substantially bolstered parts volume for Taylor, especially during slack "between-season" periods.

"We have found," declares Taylor, "that specific examples of breakdowns, due to worn or damaged parts, carry a lot more weight than mere sales presentation, so our salesmen keep a mental record of cases where farmers have lost time or money through delays caused by parts failures and cites these examples to farmers whose equipment needs parts replacements. This system seldom fails to do the trick.

"We feel," says Taylor, "that our parts department should take care of all operating expenses, and we make every effort to keep parts profits greater than our total overhead. In recent years we have been able to do this, with some margin to spare. I think the parts department can continue to pay the bill, if it is operated wisely and parts are merchandised aggressively.

"With proper promotion, I think we can continue turning our parts inventory twice annually," Taylor says confidently. "We have been

doing a little better than that in the past, and, while sales are bound to decline in the near future, I believe that extra efforts by everyone can enable us to continue moving parts in quantity."

Suggestive selling coaxes most of the extra purchases at the store. For example, when a customer drops by to talk about new hay machinery, which is Taylor's biggest dollar-producer in the implement line, the floor salesmen suggest replacement of parts on allied machines which will continue in use on the customer's farm. When tractors or other farm equipment are brought in for repair, the shop foreman or mechanic advises the owner to buy extra replacement parts as insurance against unexpected breakdowns, or points out parts which will need replacement in the near future, proposing that the replacement be made while the machine is in the shop. During periodic sales meetings, sales and mechanical personnel are briefed

on newly introduced parts, what parts will currently respond to promotion and what items the management is trying to move.

As an incentive to greater sales efforts, every employee receives an annual bonus, based on the gross sales of the previous 12 months. One percent of the year's gross earnings is set aside.

The bonus is operated on a sliding scale, which takes into consideration the employee's value to the firm, as well as his seniority. Thus, an employee with considerable sales ability, but having a limited length of service, may receive as large a bonus as an employee with a long record of service but a mediocre record as a salesman or general worker.

Top employees receive approximately 15 percent of their annual salary; those drawing minimum bonuses receive five percent. In addition to increasing efficiency and sales efforts, the plan has helped stabilize personnel.

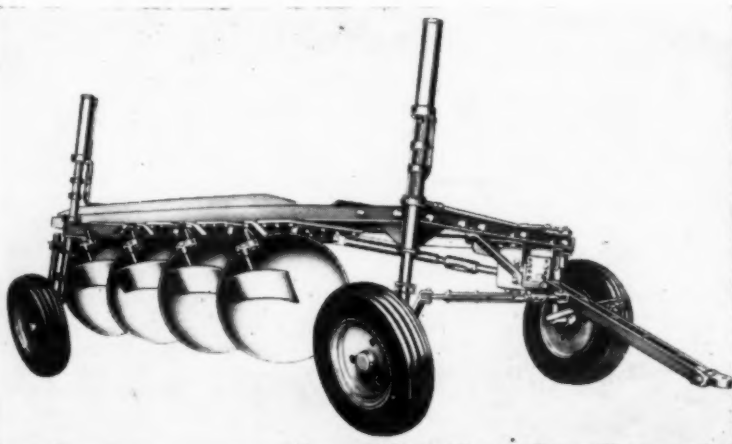
Towner Giant Disc Plows Are Texas-Bound . . .

GIANT disc plows, field tested last spring in Texas, are now rolling off the Towner Manufacturing Co. assembly line at Santa Ana, California. The first ten plows, weight six tons each and designed to plow as deep as 30 inches, have been allocated and are on their way to the West Texas area.

These giant disc plows will be used extensively for reclaiming waste land which is now covered by a 12-inch layer of fine blow sand. However, according to Towner, they can also be used for any deep plowing operation.

The standard model plow has five 44-inch blades, but may be ordered with four blades. Approximately 130 drawbar horsepower is required for the five-blade plow, 24 inches deep. Other specifications of the plow are:

Overall width, 11 ft. 6 inches; overall length, 34 ft (including 7 ft. hitch); tires, three, 11:25 x 2400, ten ply; bearings, Timken roller bearings on tires and disc blades; cutting width, 75 to 90 inches; lifting mechanism, two 5-inch x 24-inch hydraulic rams; clearance, 12 inches maximum; pitch of blades, vertical 18 degrees maximum adjustment, rotary 25 degrees maximum adjustment.





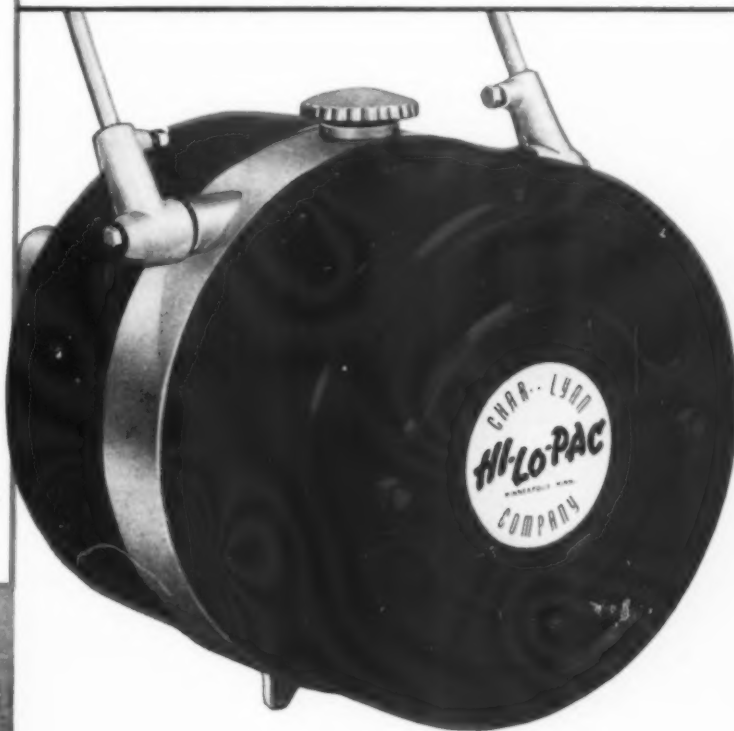
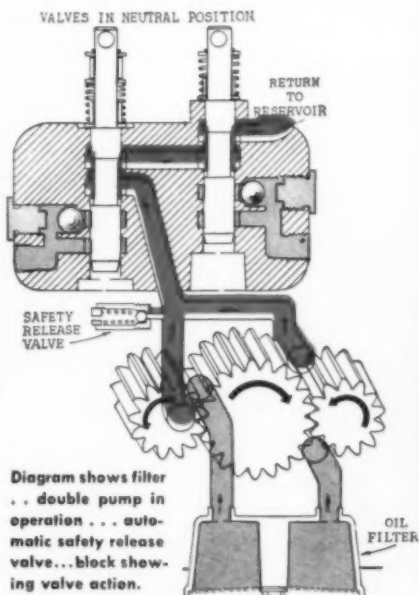
Farmers ask for...

HI-LO-PAC

the famous Char-Lynn
DOUBLE PUMP

HI-LO-PAC costs the farmer no more than an ordinary single-acting hydraulic pump—and gives him a power unit for *any* kind of hydraulic attachment. This famous double pump with multiple valves will handle hay pushoffs, loaders, plows, cultivators, mowers, combine platforms, grain drills, disk harrow gangs—plus many other implements. Both valves are self contained. *It will never be necessary to buy additional valves.* Takes pressures up to 1,000 lbs.—2½ gallon capacity. Mounting brackets are available for popular tractor makes and models (please specify). Tillage implements are controlled by the double acting Char-Lynn cylinder. *Write for circulars describing each product in the Char-Lynn line.*

No mounting block leaks—no gaskets—all die cast.
Backed by FARM PAPER ADVERTISING



Char-Lynn COMPANY

2847 26th Avenue South
MINNEAPOLIS 6, MINNESOTA



MAKERS OF CONVERSION VALVES . . . CYLINDERS . . . BREAK-APART COUPLERS

FARM EQUIPMENT SECTION of Southern Hardware for JANUARY, 1950



Newly-elected officers of the Kentucky Retail Farm Equipment Association, left to right, standing: James A. Reece, board of directors; G. W. McDaniel, advisory board; L. D. Chipps, C. N. Feldhaus, and F. G. Horton, board of directors. Seated, J. E. Baldwin, president; Horace Travis, vice president; C. W. Whitney, secretary-treasurer; and D. C. Cruse, past-president

Kentucky Convention

ONE of the biggest problems facing industry today is an adequate program for financing customer sales, as brought out in general discussions at the annual convention of the Kentucky Retail Farm Equipment Association in Louisville, November 17 and 18. The group is now working on a uniform financing plan with the cooperation of local banks.

Members of the association, which was reorganized two years ago and which now claims 65 percent of the potential membership, heard prominent speakers discuss current problems.

Donald L. Henry, agricultural economist, Federal Reserve Bank of St. Louis, told the delegates, in evaluating farm and home development programs, that a study of five Kentucky farms, during the ten-year period in which the farm development program was installed, showed that the farmer realized \$2.14 for every \$1 he invested in improvement costs. The return per dollar invested in improvements, other than buildings, was \$2.78.

The necessity of establishing an agreement between partners in business to arrange for the carrying on of the business by survivors in case of death, was brought out by Homer B. Hansel, C. L. U., Commonwealth Life Insurance Co., Louisville. He also stressed the im-

portance of every businessman making a will.

Recent elections did not settle the question of "statism," John Temple Graves II, columnist of the Birmingham Post, Alabama, told the delegates. Statism is the deepest issue before the country and before the world today, he said. Democracy and too much government are not compatible, he asserted.

J. F. Freeman, associate agronomist, University of Kentucky, told of the opportunities in selling herbicides, used for the control of weeds in crops. Dealers should familiarize themselves with the latest developments in the field, so that they can suggest proper equipment to the farmers, he pointed out.

Farm equipment dealers should also learn better management procedures from other businesses, O. L. Wigton, eastern sales manager of Dearborn Motors Corp., said in his address. The customer should not get less service from farm equipment dealers than from other retail stores, he warned.

Closer relationship between dealer, wholesaler and manufacturer on joint problems was urged by Harold B. Halter, NRFEA, St. Louis; while M. F. O'Neal, manager of dealer relations for Firestone Tire & Rubber Co., stressed the necessity for dealers to do a better

selling job. One of the reasons for price cutting in the industry is that dealers only do a 50 percent selling job, and the result is a 50 percent price, he said.

The importance of an adequate public relations program for the industry was emphasized by Arthur C. Horrocks, public relations counsel for Goodyear Tire & Rubber Company. Too many industries place too little stress on this phase of their program, he warned.

Newly-elected officers are: J. E. Baldwin, Hopkinsville, president, to succeed D. C. Cruse of Hodgenville; Horace Travis, Glasgow, vice president; C. W. Whitney, Louisville, secretary-treasurer. Elected to the board of directors were: James A. Reece, Mays Lick; L. D. Chipps, Merion; C. N. Feldhaus, Owensboro; F. G. Horton, Paducah; Raleigh Crook, Danville; Howard Pearce, Shelbyville. On the advisory board are: R. E. Mattingly, Lebanon; G. W. McDaniel, Louisville; L. R. Hughes, Lebanon; and Past-President Cruse.

Dan M. Bell to Represent Columbiana in Southwest

ANNOUNCED recently by the Columbiana Pump Company as its new Southwestern distributor is the Dan M. Bell Company, 901 Texas Bank Bldg., Dallas, Texas.

The Bell Company will distribute Columbiana's hand, windmill and hydrant pumps in Texas, east of the Pecos and throughout Oklahoma.

Flexible Tractor Harrow Adjusts to Uneven Ground

A NEW flexible tractor harrow that follows land contours has been introduced by LeRoy Plow Company, Inc., LeRoy, New York. The new harrow is built in sections, connected by exclusive hinges that enable the implement to adjust itself freely to uneven ground surfaces, it was announced.

The frame is also jointed to allow the harrow to angle around corners, permitting fast and easy turns. Other features include: adjustable spring teeth with reversible points; reversible heavy steel runner shoes; spider attachment to drawbar for trailing tools.

The harrow is available in a two-section unit having 26 teeth and an 8-foot cut. This can be made wider, as desired, by adding one or more four-foot center sections.



AT LAST! The Best of Everything In One Great Easy-to-Sell Mower!

The New 1950

Worcester **SHEAR
MASTER** (Model 900)

Powered by
BRIGGS & STRATTON
4-cycle
1 1/2 h.p. Engine

Lists at Only
\$10950
f.o.b. factory

**TIMKEN
BEARINGS**

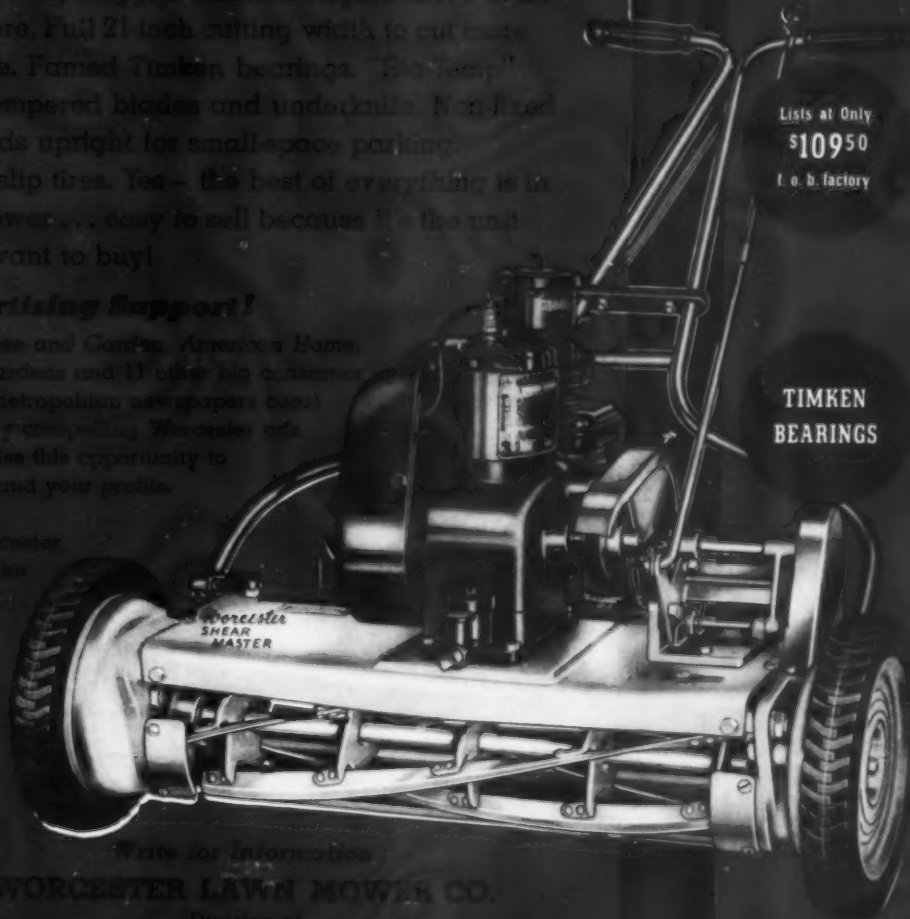
The New Worcester Has the Features Your Customers Want - and Buy!

Now at last you can offer your customers a fine power mower with all the most desirable features for easy, efficient mowing! Fast starting Briggs & Stratton engine that can be serviced anywhere. Full 21 inch cutting width to cut more grass in less time. Famed Timken bearings. "No-Jump" hardened and tempered blades and underknife. Non-fred handle that stands upright for small-space parking. Heavy-duty non-slip tires. Yes - the best of everything is in this one great mower... easy to sell because it's the unit your customers want to buy!

Terrific Advertising Support!

Home Beautiful, Home and Garden, America's Home, Better Homes and Gardens and 11 other big consumer magazines, plus 11 metropolitan newspapers coast to coast, will all carry compelling Worcester ads. You can't afford to miss this opportunity to boost your business and your profits.

Feature the new Worcester Shear Master - and the entire Worcester line, including the 18 in. Power Mower (List at \$38.50 f.o.b. factory) and four fine hand mowers. Act now!



Write for information:

WORCESTER LAWN MOWER CO.

Division of

Savage Arms Corporation • Chicopee Falls, Mass.

More Quality for Less Money Than Ever Before!

Farmers want to **SAVE MONEY**
 You want to **MAKE SALES**

HERE'S THE ANSWER...

HARVEY "Red-Hed" HAMMERMILLS

1/3 Faster Grinding!

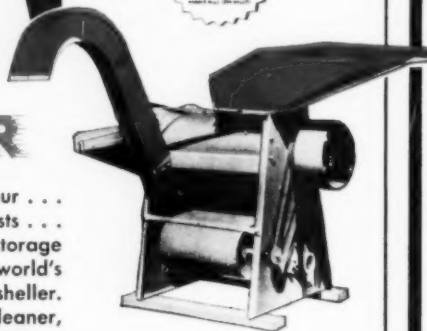
They grind grain with 80 to 280 feed smashing blows a second to give your customers 1/3 more feed per horsepower hour than they are now getting. Available in 2 sizes—H-9 and H-11. Ask your Harvey distributor to tell you about their many exclusive features that build sales.

HARVEY "Red-Hed" CORN SHELLERS

with the new
 PATENTED

KERNOLIZER

It shells 100 to 200 bushels per hour . . . saves labor . . . saves handling costs . . . saves storage space . . . saves storage costs. No wonder it is called the world's most efficient farmer's-type corn sheller. The Kernolizer does the trick—cleaner, faster and better. Ask your Harvey distributor to tell you all about it.

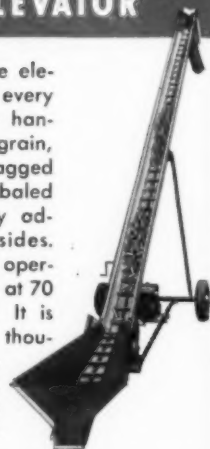


THE HARVEY "Red-Hed" LINE!

Make a big hit with your customers and real profits for yourself. Sell the Harvey Line with its enviable reputation for saving time and money. The Harvey Line has outstanding features that mean quick sales and enthusiastic owners. It is built by Farm Tools, Inc., a company that refuses to compromise with quality. This means a lot to you and your customers. So why not look into the Harvey Line today?

HARVEY 4-IN-ONE FARM ELEVATOR

This all-purpose elevator meets every farm need. It handles and stores grain, ear corn, bagged materials and baled hay by merely adjusting the sides. One man can operate. Will work at 70 degree angle. It is acclaimed by thousands as the most versatile farm elevator on the market.

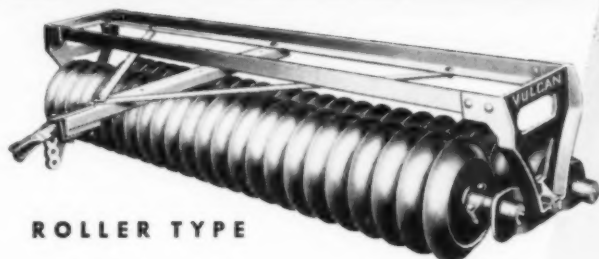


**Write Farm Tools, Inc. for name and
 address of nearest distributor.**

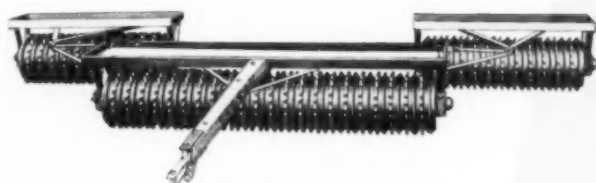


THEY GO TOGETHER

for top results on the farm!



ROLLER TYPE



SPROCKET TYPE

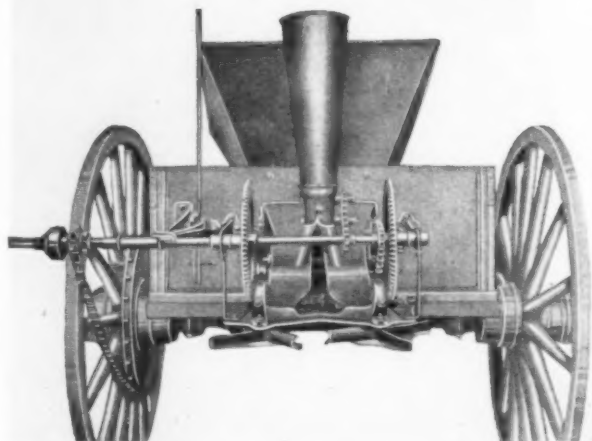
Vulcan

PULVERIZERS



When it comes to firming a seed bed—pulverizing and mulching the clods—preparing the protective surface mulch, or packing and leveling plowed lands . . . it's a known fact Vulcan Roller or Sprocket Type Pulverizers do the job better and faster. See that your customers get the quick germination—maximum crops that are the rewards of using the Vulcan Pulverizer. Check your distributor today.

“VICTOR” ENDGATE SEEDERS



This endgate seeder needs no introduction. It has won many friends because it is fast, economical. Its positive force feed assures a constant, uniform flow of grain. It does not crush the grain and distributes the seed over a wide area. For sowing grass seed, too, it just can't be beat. Learn the facts about Victor endgate seeders. See your Farm Tools, Inc. distributor today.

Write Farm Tools, Inc. for name and address of nearest distributor.





Officers of the Alabama Farm Equipment Association, seated left to right, are: Eugene Munger, director; John B. Wilson, president, and W. P. Nesbitt, vice president. Standing, left to right: W. T. Hedden, S. W. Phillips, C. R. Everett, and B. C. Gates, all directors

ALABAMA CONVENTION

DELEGATES to the annual convention of the Alabama Farm Equipment Association, which met November 21-23 in Birmingham, were told that no other group has a better opportunity to maintain business and at the same time help the people of their respective areas.

Keynoting the convention, the speaker, Bradford C. Colcord, president of the Woodward Iron Company, told the assembly that "to be strong industrially, we must have a prosperous agriculture as a basis. The low per capita income of the agricultural two-thirds of our population pulls down the per capita income of the whole state to a low figure."

He pointed out that the 1948 income of the "two-thirds of our productive workers" who are engaged in various forms of agriculture was much less than that of the other one-third in industry.

"To be a prosperous state," Mr. Colcord stated, "at least a majority of our population should have an average standard of living."

Mr. Colcord added that farm mechanization increases greatly per-man production and per capita farm income. "If we could somehow double overnight the amount of fertilizer and farm equipment on Alabama farms, we would more than quadruple the annual income of two-thirds of our population.

"Our agricultural possibilities literally shout of their opportunity and cry out for more and more mechanization," he said.

In his president's address, A. D. Walden traced the history of the state association. He told the group that when the national association was first organized 50 years ago production of farm machinery amounted to \$100,000,000 annually. This has risen to \$2,000,000,000 he stated. Mr. Walden cited the need for fair trade practices and urged the formation of local associations as the best means of dealing with local problems which competing businesses have to work out to mutual advantage.

The association president warned against any revival of price cutting. He stated that dealers must insist on their full profit and should not absorb freight and handling charges.

The successful dealer, he said, should have one price for all customers.

Other speakers on the first day program included J. A. Buxton, president of the Mutual Implement and Hardware Insurance Company, and Glenn E. Didcoct, of the Moore-Handley Hardware Company.

Mr. Buxton spoke on "A Sound Insurance Program for the Implement Dealer."

In his talk on "Sales Training,"

Mr. Didcoct stated that successful people usually have two things in common: good personality and a high degree of sales ability. He stated that salesmen should recognize that the two leading motives for buying are: vanity and fear. With knowledge of this, the salesman can overcome his most difficult problem, that of closing the sale.

The annual banquet closed the first day's program.

L. S. Devoe, Atlanta branch manager of the J. I. Case Company, opened the second day's program by outlining the spread of mechanization. He called attention to the many potential customers in the South—customers who must be educated in soil conservation and better farming practices.

The next speaker, S. Tom Proctor, of the Proctor-Barbour Implement Co., Fuquay Springs, N. C., spoke on the "National Retail Farm Equipment Association."

Following a luncheon address by Walter Kennedy, president, First National Bank of Montgomery, on "Current Economic Trends," convention delegates elected their officers for the ensuing year.

New officers are: John B. Wilson, Decatur, president; and W. P. Nesbitt, Gadsden, vice president. New directors are: W. T. Hedden, Huntsville, and S. W. Phillips, Gurley. Directors continuing in office are: Eugene Munger, Montgomery; R. C. Christopher, Fort Payne; C. R. Everett, Anniston; and B. C. Gates, Foley.

Texas Association to Meet, January 23-25

THE ANNUAL meeting of the Texas Hardware & Implement Association will be held January 23, 24, and 25 in Houston, Texas. Headquarters for the convention and trade show will be the Shamrock Hotel.

Ray M. Souder, secretary-manager, has announced that nearly all available exhibit space has already been assigned.

In line with recently established custom, the convention will open on Monday, enabling convention delegates to travel on Sunday. Provision is being made for early arrivals to register Sunday afternoon.

Industry speakers with messages for both hardware retailers and farm equipment dealers will appear on the program.



direct...
to greater profits!

And, in two different ways! The Oliver Direct Drive Power Take-Off reduces farming costs by increasing the efficiency of PTO-driven machines and saving precious field time. In turn, the advantages of this advanced tractor feature add tremendous force to the Oliver dealer's sales story ... expand his profit possibilities.

THE OLIVER CORPORATION
400 West Madison Street
Chicago 6, Illinois



OLIVER

"FINEST IN FARM MACHINERY"

FARM EQUIPMENT SECTION of Southern Hardware for JANUARY, 1950



Newly-elected officers of the Deep South Farm Equipment Association are, seated from left: Warren Womack, president; Roy Wilbanks, vice president. Standing from left: A. A. Spurry, treasurer; E. B. Dever, executive secretary

DEEP SOUTH CONVENTION

AT THE largest meeting ever held by the Deep South Farm Equipment Association, November 21-23 in New Orleans, some 209 farm equipment dealers were told by Dr. Frank J. Welch, dean and director of the school of agriculture at Mississippi State College, that stepped-up farm efficiency resulting from farm mechanization would go far toward raising the standard of living of the entire South.

Dr. Welch said, "If people on the farms in the South hope to enjoy the same standard of living as farmers in other sections, they must produce comparably with them. They can't do it with a hoe and a cotton sack on their backs.

"Mechanization will be one phase in the development of a brighter future for the South. But mechanization must go hand-in-hand with other things, or we will have serious economic adjustment problems.

"The basis of America's development—and the basis on which the South's progress will come—lies in utilizing farm labor effectively and offering other opportunities for any surplus farm labor when southern agriculture

becomes reasonably mechanized. One of the shortcomings of the South is that we don't utilize labor efficiently. It takes from two to five times as much labor in the South to provide farm income comparable with the Midwest.

"But if we are to go forward in agricultural improvement, we must have opportunities in employment outside of agriculture, and we must develop extensive farm enterprises along with cotton," Dr. Welch continued. "Mechanization and the trend toward larger farms should lead a better balanced agriculture."

The small farmers who cannot mechanize economically, he said, might face a serious problem. "These small farmers will be squeezed more and more. There will be a tendency for them to sell out—or go into a form of intensive agriculture. But a shift to intensive farming pursuits will absorb some of the present small farmers who are unable to mechanize. This would include a development of fruit and vegetable farming, or poultry and dairying. These things would make better use of the South's resources and would make better

use of our soil, as well as give employment to those displaced by mechanization in cotton.

"I do not think that the shift to these intensive enterprises would take markets away from other areas. As we develop, and raise the per capita income through greater and more efficient production," Dr. Welch pointed out, "we'll carry our markets with us."

Need for Salesmen

B. D. Danchik, management consultant of Chicago, told the dealers to teach salesmen better customer relations to lift sales of farm equipment. He also urged the maintenance of active lists of prospects, saying, "Last year's prospects are not today's prospects. New lists must be made and kept current."

He urged dealers to have their salesmen make more calls, to keep better sales records, and to use government statistics as an aid in selling. He also advised dealers to use professional help on problems in which they are not experts, such as pension matters.

Roy Burrow of Laurel, Mississippi, was the author of a phrase which was adopted as the slogan of the association for next year. In urging maintenance of membership, he said, "Every time a banana leaves the bunch, it gets skinned." His remark created such a stir that it was unanimously adopted as the slogan for the year.

Burrow told how the organization works for greater benefits for dealers through legislation, detailed services, and numerous other methods.

New Officers

Warren Womack of Natchez, Mississippi, was elected president for the coming year. Others elected were: Roy Wilbanks, Bosier City, La., vice president; A. A. Spurry, Jennings, La., treasurer; and E. B. Dever, Alexandria, La., executive secretary.

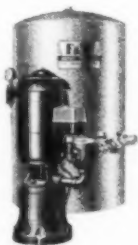
Board members include: A. B. Lancaster, New Roads, La.; G. E. Lindsey, Bernice, La.; T. H. Jackson, Shreveport, La.; R. I. Prichard, Jackson, Miss.; Dillard McMullan, Hattiesburg, Miss.; John Thrash, Newton, Miss.; and J. Leo Leonards, the outgoing president, of Crowley, La.



**Stir well
and
watch carefully
for
83 years**



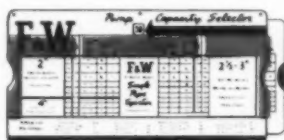
F&W Piston Pumps for deep and shallow wells.



F&W Centrifugal Pumps in all capacities for deep and shallow wells.

First you start out determined to make the most dependable water system in the world. You keep everlastingly at it for 83 years, adding engineering skill and new manufacturing equipment every year. You insist upon enduring materials and you performance-prove your pumps everywhere. And then, if to all this you can add an engineering idea that's pure genius, you'll have a water system that's as outstanding as the new F&W VARIJET Bullet.

Naturally, the customers are pleased with F&W performance. And dealers like it, too, because the word of it gets around and makes extra sales. There's an F&W water system for every well depth and every capacity requirement. Write today for the facts on the profit-making F&W line.



Free! "Slide Rule" Pump Selector

Tells instantly the pump to use for any well depth and capacity requirement. Send for yours today.



FLINT AND WALLING MFG. CO., Inc., 119 Oak Street, Kendallville, Ind.

FARM EQUIPMENT SECTION of Southern Hardware for JANUARY, 1950



New officers of the Georgia Farm Equipment Association are: left to right, seated: Joe Pruett, secretary-treasurer; Bruce F. Allen, Madison, president, and Earl F. Lewis, Perry, vice president. Back row, left to right: J. R. Dillon, Thomasville; C. A. Moody, Newnan; M. A. Nuckolls, Gainesville; W. E. Bass, Milledgeville; J. C. Fox, Calhoun, and Felton Christian, Athens, all directors of the association.

GEORGIA CONVENTION

DELEGATES to the sixth annual convention of the Georgia Farm Equipment Association, held December 5-6 in Atlanta, Georgia, heard predictions of a continuing strong demand for farm machinery. The convention had as its theme, "The March of Progress."

A featured speaker on the opening day program, Arthur Horrocks of the Goodyear Tire and Rubber Company, Akron, Ohio, traced the progress in business and discussed the current healthy economic outlook.

Current national income and personal savings mean a potential market of nearly \$500 billion dollars in 1950, Mr. Horrocks said, stating that business would not return to the low prices and wages of the past, but would continue to forge ahead.

The nation's population would increase to 160,000,000 by 1960, the speaker continued, and this will mean a greatly expanded market for all products and will call for ever-increasing production.

Speaking on the "March of Progress—in Agriculture," Ralph McGill, editor of the *Atlanta Constitution*, outlined the benefits of farm mechanization, but pointed to several problems that must be solved.

"Farm population," he said, "is

back to where it was in 1880. City population is larger than ever before, yet the country's surplus of farm products is so great that an elaborate system of price supports is necessary to insure profitable operations for the farmer." This condition is an unnatural one, he pointed out, stating that "we must find some new approach."

Jesse D. Jewell, president of the Georgia Chamber of Commerce, spoke on "The March of Progress—in Georgia." Mr. Jewell cited statistics showing the progress which agriculture has made in the state in moving from one-crop farms to the diversified farming operations now being practiced. While cotton once accounted for the majority share of the state's income from agriculture, Jewell said, there has been a substantial increase in income from poultry raising and dairying.

The final speaker on the first day's program, Paul M. Mulliken, Executive Director of the National Retail Farm Equipment Association, discussed "The March of Progress—for Fifty Years."

In the evening, convention delegates were entertained at a cocktail party given by the Atlanta Farm Equipment Club which was followed by the association's annual banquet.

Opening the second day's session, association president Guy L. Bynum expressed the need for a strong state association, and called on members to do their part in bringing new members into the association.

Open Forums

After a report from secretary Joe F. Pruett, Paul Mulliken led an open forum discussion of various dealer problems. In answer to one question, Mr. Mulliken advised that dealers should not carry their own paper. "Such funds," he said, "could be used to best advantage by re-investing in the particular business."

The convention then considered such problems as compensation of outside sales personnel, inventory turnover and compensation of shopmen.

Following a film, "The Realm of the Wild," presented by the Firestone Tire and Rubber Company, W. L. Stout, sales manager of the Maremount Automotive Products, Inc., Chicago, Ill., discussed "The March of Progress—in Selling." Mr. Stout termed salesmanship as nothing more than "99 percent hard work and one percent inspiration." He called for aggressiveness in going after business, expressing the opinion that "storekeepers" would be put out of business by the alert businessman.

Willis G. Scholl, Eastern territory manager, Tractor Division, Allis-Chalmers Manufacturing Company, in discussing "The March of Progress—in Manufacturing," described the increased investment which manufacturers make for each worker today. He cited improvements that have been made in farm machines which are still marketed at relatively low prices.

New Officers

Accepting the report of the nominating committee the convention voted into office the following officers: Bruce F. Allen, Madison, president, and Earl F. Lewis, Perry, vice president. Directors are: C. A. Moody, Newnan; J. R. Dillon, Thomasville; M. A. Nuckolls, Gainesville; W. E. Bass, Milledgeville; J. C. Fox, Calhoun, and Felton Christian, Athens. Joe F. Pruett continues as secretary-treasurer.

1950
DEALER'S AGREEMENT

covering
NEW IDEA
farm equipment

Dealer Your Name
Street Address _____
P.O. _____ State _____
County _____
Located at _____
Telephone No. _____
Date _____
R.R. Shipping Point _____ R.R. _____
Private Siding _____ R.R. _____
Team Track _____
Express Shipping Point _____ Truck Line _____
Motor Freight _____
NEW IDEA branch _____
NEW IDEA Salesman _____

NEW IDEA Farm Equipment Co.
Coldwater, Ohio, U. S. A.

Yours for a prosperous 1950

**A great opportunity may be with-
in your grasp...if you qualify for the
NEW IDEA dealership in your area.**

Here's why . . . The NEW IDEA Franchise is far more than just a dealership. It constitutes a sincere partnership in the development of the finest opportunity in the farm equipment business. Liberal policies, fine products and effective sales promotion methods enable the NEW IDEA Dealer to direct his own business . . . to capitalize fully on the respected position and prestige he holds in his community.

If we are not adequately represented in your territory, NOW is the time to learn how much better your business can be with a PROTECTED FRANCHISE on NEW IDEA Specialized Farm Equipment. Write us today!



Drawn Manure Spreader



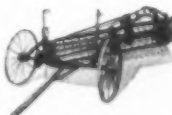
Tractor Drawn Manure Spreader



Lime Spreading Attachment



All Steel Farm Wagons



Side Rake and Tagger



Tractor Drawn Mower



Planter or Plant Setter



Two-Row Corn Picker



One-Row Corn Snapper



Hand Corn Sheller



Portable Steel Elevator



Husker-Shredders



Easyway Hay Loader

Remember...
...if it's a
NEW IDEA
it's a good idea

NEW IDEA

AVCO
DIVISION MANUFACTURING CORPORATION

Circleville, Ohio • COLDWATER, OHIO • Sandwich, Illinois
Leaders in manufacture of specialized farm equipment for more than 50 years.

Mississippi Valley Meeting

USING AS its theme, "The March of Progress," the annual convention of the Mississippi Valley Farm Equipment Association was held December 6-8 in St. Louis, Missouri.

A record-breaking attendance and high interest in messages brought by well-known speakers indicated that members of the association were intent on marching ahead next year and preparing themselves for aggressive retail campaigns.

The first day's program was given over to official reports and opening ceremonies. A. S. King, president, delivered his report on the year's activities in a talk entitled "The March of Progress." This same subject was the basis of a talk by L. E. Youngblood, vice president of the St. Louis Farm Equipment Association.

Otto H. Romann, Granite City, Ill., national councilor, made a report on the national convention in Washington and Earl Crouse, Doane Agricultural Service, spoke on the "March of Progress in Government and Agriculture."

Opening the second day's session, H. M. Park, manager of the sales research department, John Deere Plow Co., Moline, Ill., discussed the probable nature of future merchandising in his talk, "Tomorrow's Retail Selling."

Donald L. Henry, agricultural economist, of the Federal Reserve Bank, Eighth District, effectively emphasized the importance of the farmer's prosperity to the retail implement dealer, in an illustrated talk entitled "Soil Improvements Can Be Profitable to Farm Equipment Dealers, Too." He gave details of farm improvement using a number of case histories to show how the equipment retailer can best serve the farmer who has long-range farm improvement programs.

R. F. Phillips, field accountant for the association, discussed accounting and tax matters. He stressed the importance of using accurate bookkeeping methods and said that the dealer who is without an adequate system faces extinction. He also mentioned that the dealer with an efficient accounting system affording accurate records of his business has nothing to fear if the income tax man

comes around to seek further information on tax returns.

The importance of meticulous accounting was further emphasized by the speaker who pointed out that some dealers are placed in a false position of security by faulty balance sheets or wrong interpretations of key figures. He discussed the case of a dealer who considered his position as better than good and discovered that the important balance figures submitted on the statement by the firm's bookkeeping department were wrong and led to a misleading interpretation.

R. S. Merrill, merchandising manager, The Oliver Corporation, Chicago, spoke on the "March of Progress in Advertising." He outlined the details by which the multi-colored national advertising attracts the attention of the consumer, noting in passing that four-color plates cost as much as an automobile. From the national level he extended his remarks to cover the advertising methods of retailers and recommended that retailers consistently use at least 1½ percent of their gross for advertising.

Highlighting the Thursday afternoon session was the interesting and inspirational talk of Arthur C. Horrocks, public relations department, Goodyear Tire & Rubber

Co., Akron, Ohio, whose subject was "Don't Look Back—Let's Go."

New officers for the ensuing year are:

A. G. Schmidt, Belleville, Ill., president, and John Nix, Olney, Ill., vice-president. Members of Board of Directors are: Ray Oliver, Montgomery City, Mo.; J. J. Molitor, Breeze, Ill.; Alvah Vaughn, Palmyra, Mo.; Wilbur Leitch, Eldorado, Ill.; Otto Hahs, Sikeston, Mo.; Ed Hunt, Eldon, Mo., and S. E. Darnell, Paris, Mo. W. E. Parsons of St. Louis will continue as full time secretary-treasurer.

Will-Burt Introduces New Powered Garden Cultivator

A POWERED garden cultivator to retail below \$100 is now in production at The Will-Burt Company in Orrville, Ohio, according to a recent announcement by R. W. McFadden, sales manager.

Designed especially for city and farm gardens where the use of large farm tractors is not practical, the Will-Burt Little Farmer cultivator weighs a little over 100 pounds. It is compactly designed to permit easy handling in narrowly-spaced rows and for short turns, the manufacturer states.

Construction is of welded steel. Power is provided by a four-cycle Briggs and Stratton gasoline engine. The single steel-cleated traction wheel, placed in front, is roller chain driven. Handles are easily adjustable to suit the height of the operator.



A. G. Schmidt, Belleville, Ill., is the new president of the Mississippi Valley association. At right is retiring president A. S. King

RED BRAND Fence

means more satisfied customers
because it's **GALVANNEALED**
for longer life

YOU know that farmers insist on the best value for their money.

And, Red Brand Fence is the farmers' best fence value because it's galvanized for longer life—longer life that means lower fence cost.

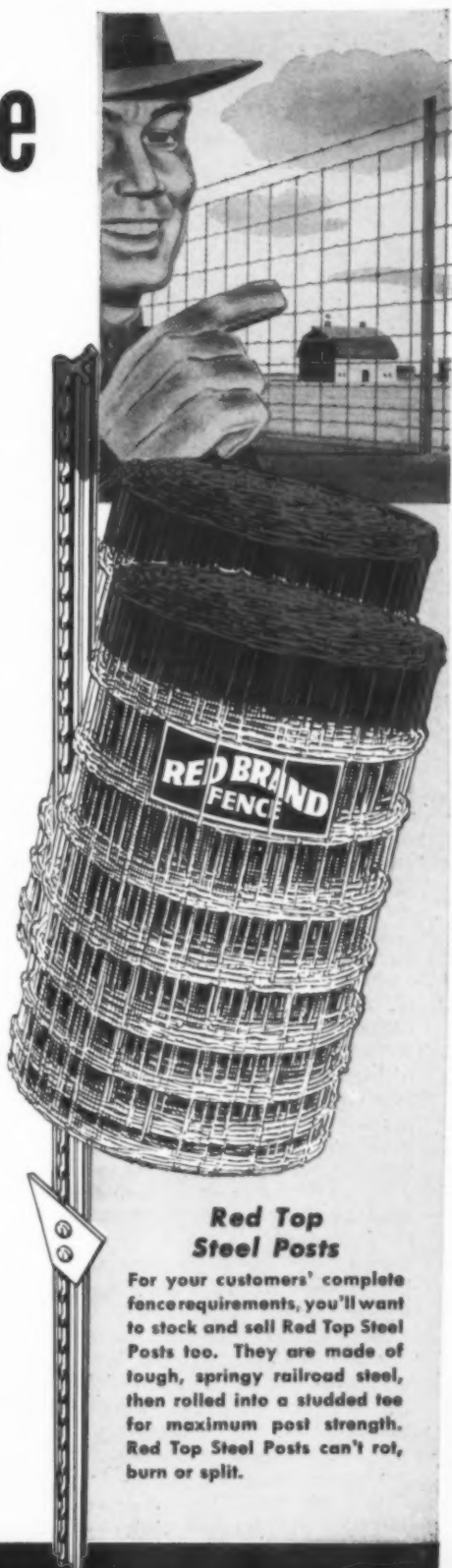
Galvannealing is the exclusive Keystone process that fuses zinc to the strong steel wires of Red Brand Fence. What's more, Red Brand Fence wire contains the right amount of copper for additional wear and rust resistance.

Yes, the longer life of Red Brand Fence is an honest, convincing sales point. Maybe that's why Red Brand is preferred to others—and easier to sell. Stock it, tell your customers about it and you'll sell it.

BUSINESS IS BASED ON HELPING YOUR CUSTOMERS—BOOST YOURS WITH THE RED BRAND PLAN

Red Brand now provides you with a sound sales plan that increases your fence business and your over-all business as well. It's a simple, easy-to-work plan that provides a real service to your customers . . . makes them better customers for you.

If you're interested in boosting sales and profits—ask your Red Brand representative about this money-making plan the next time you see him.



Red Top Steel Posts

For your customers' complete fence requirements, you'll want to stock and sell Red Top Steel Posts too. They are made of tough, springy railroad steel, then rolled into a studded tee for maximum post strength. Red Top Steel Posts can't rot, burn or split.



KEYSTONE STEEL & WIRE COMPANY

PEORIA 7, ILLINOIS

Red Brand Fence • Red Top Steel Posts • Non-Climbable Fence • Nails • Bale Ties • Gates • Keystone Poultry Netting



At New Idea's Golden Anniversary Open House, General Manager William M. Werner, right, and General Sales Manager H. H. Boettger, left, welcome Julius Armstrong, one of the company's oldest dealers in years of association

Open House Features New Idea 50th Anniversary

A TOTAL of 14,500 persons recently helped the New Idea Division, AVCO Manufacturing Corp., celebrate its Fiftieth Anniversary during a week-long program of events in Coldwater, Ohio. New Idea's headquarters plant is in Coldwater.

The celebration was climaxed by a Dealer Day, attended by 1,600 New Idea dealers, members of their staffs and families, and factory branch sales personnel from throughout the country. This number represented a sizeable portion of New Idea's total dealer organization, according to William M. Werner, general manager. The visiting dealers came from as far west as Portland, Ore., from New York state to the east, from Goderich and Dresden, Ontario, Canada, on the north, and from below the Mason-Dixon line to the south.

Dealers toured the big 728,000-square-foot plant, giving special attention to a completely new foundry and other additions resulting from the company's post-war \$5 million expansion and modernization program.

In a luncheon meeting, General Manager Werner told dealers that 1949 would be the biggest sales year in the company's history. "With the improvement and streamlining of our manufacturing facilities and the intensification of our work in every part of

our activity, we are looking forward to a still better year with you in 1950," he said.

Another special day during the week was Plant Rededication Day, on which ceremonies were attended by employees, town officials, Avco and New Idea executives, and members of the press. Guest speaker was M. L. Wilson, director of Extension Services of the U. S. Department of Agriculture.

Dodge Demonstrates New Power-Wagon, Implements

THE DODGE 4-wheel-drive Power-Wagon, with a wide range of farm implements and equipment designed for use in conjunction with it, was demonstrated recently at a national preview for editors on the McIntyre farm near Woodland, Georgia.

The Power-Wagon was demon-

strated with a new hydraulic lift which increases the work output of farm implements. It performed such farm operations as plowing with a 3-bottom moldboard plow, discing, harrowing and many other jobs. Its wide application to farm usage was further demonstrated in such operations as powering belt-driven equipment, fence erection, earth-moving, land-leveling and winching.

The 4-wheel-drive Power-Wagon, which has a 94 h.p. engine, 4-speed transmission, 2-speed transfer case and closed cab, does the work of a tractor in powering the farm implements and equipment demonstrated. When not in such use, it does the work of a conventional truck. It has an 8-foot steel body and a maximum payload of 3,000 pounds.

United Markets New Line Of Shallow Well Pumps

A COMPLETE new line of turbine type shallow well pumps is now being marketed by United Electric Company, Chicago. These new T series pumps, for suction lifts up to 25 feet, are made for either high or low pressure service.

The unit is designed with only one moving part—a perfectly balanced turbine blade mounted directly on the armature shaft of the motor. The pump is easily installed and is as "quiet as a refrigerator" in operation, making it ideal for home installations, as well as for use in other places.

The United Electric T service is available in ten shallow well models—five for high pressure and five for low pressure service. Illustrated literature with complete performance specifications is available upon request to United Electric Company, 201 N. Wells St., Chicago.



FARM EQUIPMENT SECTION of Southern Hardware for JANUARY, 1950

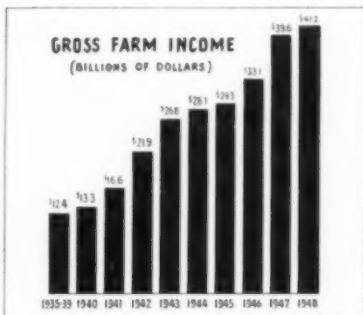
What about PUMPS in 1950?

by Eric E. Backlund, Sales Manager,
Goulds Pumps, Inc.

Everywhere, dealers ask me—"What is the pump outlook for 1950?"

Take the Farm Market! My stock answer is, "Just read the front page of today's 'Oshkosh Journal'—(or the town paper wherever I happen to be)."

There's usually a story about farm parity prices—the importance of their being maintained—and their general acceptance by political and business people alike.



Courtesy of Country Gentleman

Chart I (above) shows how farm income has risen since 1930, but—and this is important—Chart II (top of next column) shows the sound independent position the farmers enjoy in 1950, compared with recession days of 1921.

The farmer's income is going to continue at relatively high level—and in the business of farming today he will require convenience and labor saving equipment, especially anything as vital as a pump, as much and more than ever.

Electrification has progressed rapidly—78.2% of all farms are estimated to have electricity at the end of 1949. But, automatic pressure water systems were found on only about half of the farms. So there is this, plus what will be needed as the electrification programs continue.

Yes, the farm market is going to stay—with one big "IF" which will be discussed later.

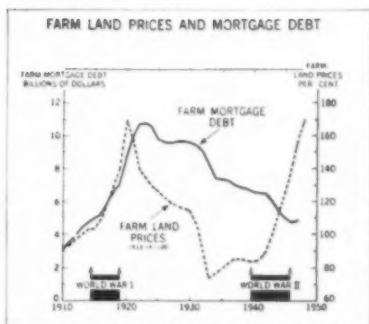
Add to this the suburban and small town market. New homes are going up in suburban and rural communities beyond the city water mains, all over the country. This building program will, unquestionably, continue at a high rate for a long time to come before the need for these homes is anywhere near satisfied.

So, that's the encouraging situation as we see it—a vast, real pump market now, and for a long time to come.

And now... for that "IF" that was mentioned before.

IF we get out and sell!

Everyone, through intensified selling of a dependable product, can get a good share



Courtesy of Country Gentleman

of this rich water system market for his own very definite profit improvement.

We at Goulds realize we have to go out and help our distributors and dealers. We

are stepping up our consumer advertising—we are providing more product promotion and merchandising assistance—we are traveling continuously working with our distributors and dealers in the field.

Dealers, too, will have to go to bat, along with our distributors, in a constant effort to "spread the gospel" to the farm and suburban people who should have and will want running water.

The thing to remember, too, is that a pump sale means so much in related sales (bath tubs, sinks, washing machines, etc.) and even in non-related sales (our records show that a Goulds pump user goes back to his dealer because he logically looks to the Goulds dealer for other dependable merchandise). So, we look forward to 1950 as a year for even greater sales, more pump profits, for our dealers.

It'll take work—but it's worth it!

GOULDS 1950 PLEDGE

1. BEST PUMPS

You can't beat the amazing Balanced-Flow Jet shown at right. Or the other Goulds pumps!

2. BEST DEALER PROGRAM

Aids for you—to help you get your share of today's rich market

3. BEST ADVERTISING

Large-space, consistent national advertising—better than ever!

4. BEST PROFITS

Goulds dependability... 102 years of experience assures turnover, customer loyalty



Write us at Seneca Falls, New York

GOULDS WATER SYSTEMS
102nd YEAR
FOR EVERY FARM AND HOME NEED

Advertisement

Massey-Harris Appoints Babcock Board Director

AT A RECENT meeting of the board of directors, H. E. Babcock of Ithaca, New York, was appointed a director of Massey-Harris Company, Ltd.

To the board, Mr. Babcock brings a wide knowledge of the United States agricultural industry, gained in various educational and governmental positions, including county agricultural agent; professor (Marketing), New York State College of Agriculture, Cor-

nell University; assistant to chairman of the Federal Farm Board; member Business Advisory Council, U. S. Department of Commerce, and member National Agricultural Research Policy Committee, U. S. Department of Agriculture.

Combining practice with theory, Mr. Babcock owns and operates farms in New York State and in the Pecos Valley of New Mexico. He is editorial consultant to the *Country Gentleman*, and has written extensively for farm publications.



H. E. Babcock

Mr. Babcock is chairman of the Planning and Development Committee of Cornell University, of which he is a member of the board of trustees. He is a director of Avco Mfg. Corp., First National Bank, Ithaca, and Ithaca Lincoln-Mercury Corporation.

S. D. Baker to Head Atlanta Equipment Club

IN THEIR final meeting of the year, members of the Atlanta Farm Equipment Club named S. D. Baker of the J. I. Case Company to serve as president during 1950. Mr. Baker succeeds C. M. Haas, of the John Deere Plow Company.

To serve with Mr. Baker, the club elected F. A. Young of the Allis-Chalmers Company to the office of vice president and named H. A. Wheeler of the Oliver Corporation, secretary-treasurer.

Low Cost, 3-Plow Tractor Introduced by Love

LOVE Tractor, Inc., has introduced a full 3-plow tractor which is said to save farmers approximately \$400 on the purchase price. The tractor is powered by a Chrysler industrial engine.

Standard equipment includes a built-in, 3-point hydraulic lift, starter, battery, pulley and power take-off. It is mounted on rubber tires and has 10 forward speeds, including a special high road speed. The front axle is of the adjustable type for row crop.

The tractor is ruggedly built and is based on designs which Love has had in the field for over 15 years.

For complete information and dealer prices, write the Love Tractor Company, Eau Claire, Michigan.



When Trouble STRIKES...

HERSCHEL CUTTING PARTS get your customers rolling again

Farmers depend on their implement dealer . . . YOU . . . to help them when breakdowns occur in the field. They need carefully made repair parts to get their modern power machinery rolling again.

HERSCHEL CUTTING PARTS help do the job. Field-tested, they're guaranteed to fit . . . they can be installed with the minimum loss of time and give your customers long and satisfactory service.

Check your inventory—remember, it takes full bins to give full service.

R. HERSCHEL MFG. CO., Inc., Peoria 8, Ill.

Pioneer Makers of Cutting Parts to Fit Mowers and Combines

Branches: Auburn, N. Y.; Minneapolis, Minn.; Harrisburg Pa.; Omaha, Nebraska
DISTRIBUTORS

R. C. Cropper, Macon, Georgia

The Southern Supply Co., Dallas, Texas

HERSCHEL PARTS

Made to Make Products Better...



Sold to Serve Industry Better

In a new plant with increased manufacturing facilities, improved production methods and the "Know How" gained in over 76 years of continuous operation, Chicago "SAFETY PLUS" Products are more than ever **MADE TO MAKE PRODUCTS BETTER.**

With increased inventories of sturdily packaged, clearly labeled screws, you'll find greater profit in stocking and selling Chicago Products. For service—for quality—for cooperation—for protection—buy the line that is **SOLD TO SERVE INDUSTRY BETTER**—through Jobbers—Chicago "SAFETY PLUS".

CHICAGO "SAFETY PLUS" PRODUCTS INCLUDE:

Socket Head Cap Screws • Socket Set Screws • Stripper Bolts or Shoulder Screws • Square Head Dog Point Set Screws • Socket Pipe Plugs • Keys for "SAFETY PLUS" Socket Products • Hexagon Head Cap Screws, Steel and Brass • Square Head Cup Point Set Screws • Headless Set Screws • Fillister Head Cap Screws • Flat Head Cap Screws • Taper Pins • Milled Studs • Semi-Finished Hexagon Nuts, Steel and Brass • Semi-Finished Hexagon Castellated Nuts.

The **CHICAGO
SCREW COMPANY**

2701 WASHINGTON BLVD., BELLWOOD, ILL.

Established 1872

IT'S REO AGAIN!

WITH THE **BIGGEST MASS ADVERTISING CAMPAIGN**
IN POWER MOWER HISTORY...ASSURING EVEN BIGGER
SALES AND PROFITS FOR REO DEALERS EVERYWHERE

A New Series of Reo's famous big Color Ads in...



26,000,000 readers

12,000,000 readers

5,000,000 readers

12,000,000 readers

21,000,000 readers

76 MILLION READERS



"parade" ads concentrate in these markets

Akron.....Beacon Journal	Jacksonville, Florida..Times-Union
Boston.....Post	Jamaica, N.Y.....L. I. Press
Bridgeport.....Post	Madison.....Wis. State Journal
Chicago.....Sun-Times	Newark.....Star Ledger
Denver.....Rocky Mountain News	New Bedford.....Standard Times
Detroit.....Free Press	Portland, Me.....Telegram
El Paso.....Times	St. Paul.....Pioneer Press
Erie.....Dispatch	Salt Lake City.....Tribune
Ft. Wayne.....Journal-Gazette	Scranton, Pa.....Scrantonian
Harrisburg, Pa.....News Patriot	Syracuse.....Herald-American
Houston.....Post	Washington, D.C.....Post
Indianapolis.....Times	Wichita.....Eagle
Youngstown.....Vindicator	

"This Week" ads concentrate in these markets

Atlanta.....Journal	Miami.....Daily News
Baltimore.....Sun	Milwaukee.....Journal
Birmingham.....News & Age-Herald	Minneapolis.....Tribune
Boston.....Herald	New Orleans.....Times Picayune
Chicago.....Daily News	New York.....Herald Tribune
Cincinnati.....Enquirer	Philadelphia.....Bulletin
Cleveland.....Plain Dealer	Pittsburgh.....Press
Dallas.....News	Portland, Ore.....Journal
Des Moines.....Register	Providence.....Sunday Journal
Detroit.....News	Rochester.....Democrat & Chronicle
Indianapolis.....Star	St. Louis.....Globe-Democrat
Los Angeles.....Times	San Francisco.....Chronicle
Memphis.....Commercial Appeal	Spokane.....Spokesman-Review
Washington, D.C.....Star	

IT'S REO AGAIN!

Reo dealers remember the sensational success of Reo's 1949 advertising and sales program, when the biggest power mower production in history was completely bought out of dealer's stores by enthusiastic customers. So you know it's true when we say: It's Reo again—in 1950.

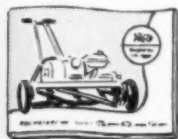
Bigger production, bigger line, bigger value, bigger market, bigger advertising coverage, bigger sales for you, everything's bigger about Reo, to assure you the *biggest* Power Mower sales volume ever. Be sure you get your share by ordering out your stock from your jobber, now.

THE REO NAME...

Everybody knows Reo—famous for 46 years on cars, trucks, transit coaches, school buses. It means easier, faster sales for you—and assurance of parts and service in the years ahead.

THE REO MERCHANDISING PACKAGE

A complete tie-in program to enable you to capitalize on Reo's intensive advertising campaign.



SALES BOOK
Shows all Reo models and facts. Tells how to build your Reo power mower business.



NEWSPAPER MATS
For local use to tell your neighbors where they can buy their Reo—from you.



POSTERS
For your store windows. Brings prospects in to buy.

ENVELOPE STUFFERS
Letters and stuffers to mail your prospect list.



THE REO MARKET...

At these new prices, everyone with grass to cut can afford a Reo. Dealers say 90% of the market has yet to buy a power mower. You can get this business with Reo.

PROFITS PROTECTED

Reo prices are fair traded, and guaranteed against decline thru June 1, 1950.

REO COAST-TO-COAST SERVICE

A continually expanding service organization assures your customers of prompt attention when they need it.

CLASSIFIED 'PHONE DIRECTORY' LISTINGS

Reo national ads tell readers to look for dealers' names in the classified 'phone directory. Be sure you are listed. Call your 'phone company for details.

Call Your Jobber

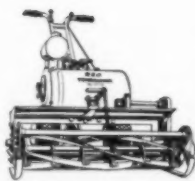
Reo mowers are sold only thru leading jobbers, with well stocked warehouses near you ready to fill your orders immediately. Call your jobber now.

"MOW with REO"

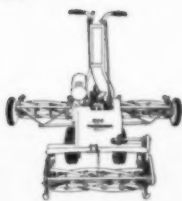
THE REO LINE



REO ROYALE
Full 21" Cut, 1½ hp, 4-cycle Reo Engine. \$99.95*



REO DE LUXE TRIMALAWN
25" Cut, 1½ hp, 4-cycle Reo Engine. \$174.95*



WING UNITS
Double the capacity of the De Luxe Trimalawn



RIDING TRAILER
For Trimalawn—extra

SNOW PLOV ATTACHMENT
Makes the De Luxe Trimalawn an all year 'round machine



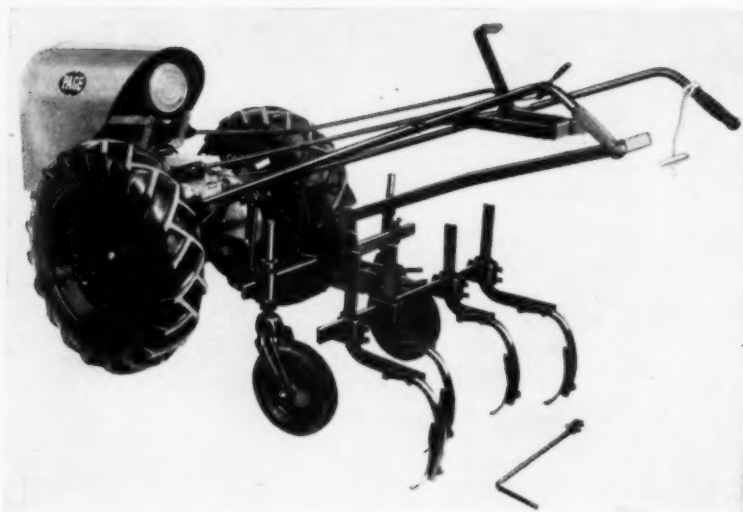
REO TOWN HOUSE ELECTRIC
21" Cut. \$79.95*



REO NOISELESS HAND MOWER
Premium quality Precision Built. \$29.95*

*Plus Delivery Charges

Reo Motors, Inc., LANSING 20, MICH. LAWN MOWER DIVISION,



Page Announces 1950 Garden Tractor Line

THE COMPLETE new line of 1950 Page garden tractors and equipment has been announced by the Page Dairy and Farm Equipment Company, 1910 S. 81 St., Milwaukee 14, Wisconsin. Marked by price reductions as high as 10 percent, the new 1950 line has a number of added mechanical fea-

tures, it was announced.

Garden tractors have been divided into two groups for the coming year: Standard models in 2, 3 and 4 h.p. sizes, and Master models in 3, 5 and 6 h.p. machines. The larger 4 and 6 h.p. units are riding tractors. The 6 h.p. model features a complete differential type transmission, ruggedly built to withstand gruelling conditions. All models for 1950, including

walking tractors, have reverse mechanisms.

Page tractors use either Briggs, Clinton or Wisconsin engines, and feature the special Precision Transmission that uses no belts or chains of any kind.

William M. Werner Named Avco Vice President . . .

THE ELECTION of William M. Werner as a vice president of Avco Manufacturing Corporation was announced by Victor Emanuel, president, following a meeting of the Avco board of directors on November 17.

Mr. Werner, widely known throughout the farm equipment field, is general manager of the New Idea Division of Avco. His office is at the headquarters plant of New Idea in Coldwater, Ohio. New Idea also has a plant in Sandwich, Illinois.

Associated with the 50-year-old farm equipment manufacturing Company for 22 years, he joined New Idea in a sales promotion capacity in 1927 and set up the company's first direct mail department. Later his sales activities brought him the appointment as manager of the company's Indian-

EXTRA ACRES

of

TROUBLE-FREE WORK

with

"EMPIRE"

Products

With an added springiness and strength, Empire tillage tools draw light, scour freely, and run true longer.

"THE LINE WITH READY TRADE ACCEPTANCE"



Heat Treated for **TOUGHNESS**
Tempered for **PERFORMANCE**

Extra acres of trouble-free work with ISOTHERMAL HEAT TREATED Empire built ground engaging tools. A new toughness provides a firm resistance to shocks and jolts . . . edges stay sharper, last longer . . . no splitting or curling.



1840

THE EMPIRE PLOW CO.

"In Our Second Century of Progress"

CLEVELAND 4, OHIO

1950

**NEW PRICES!
NEW MODELS!
NEW FEATURES!**



**EVERYTHING TO
HELP YOU SELL MORE
PAGE Garden Tractors**

PRICES! Now reduced to help you beat competition—\$188 to \$440, including cultivator, equipment lift, and reverse!

MODELS! Your customers can choose from new walking and riding models in "Standard" and "Master" lines from 2 to 6 HP!

FEATURES! Page, the leader, now presents even more tested features that win customers over at a glance! Page brings bigger Profits to you because Page builds a better tractor that you can sell for less! Page has been building quality machines for 25 years so you can sell with confidence.

- * All equipment attached and detached in seconds.
- * Every Page model equipped with reverse gear.
- * Every model complete with equipment lift.
- * Transmission is completely gear-driven—like big farm tractors. Direct drive from engine. No belts or chains.
- * Steel and grey-iron castings and steel forgings help provide longer life and better appearance.
- * Tractor is balanced for maximum traction and easy handling.
- * Wheel, handles, cultivator, and other equipment are easily adjusted.
- * Individual wheel clutches assure positive full drive. No cheap ratchets.
- * Page Tractors are equipped with well-known engines. Your customers buy with complete confidence.
- * All models have plenty of eye-appeal. Painted royal blue and trimmed in brilliant red.
- * All tractors and equipment carry a 12 months' guarantee against defective workmanship and materials.

Every Page model has two big NEW features:

NO OTHER GARDEN TRACTOR GIVES YOU AS MUCH AS PAGE FOR THE MONEY!

Write today
—SEE HOW EASY IT IS TO BECOME A MONEY-MAKING PAGE DEALER!

1. Reverse Gear 2. Equipment Lift

Over 60 Attachments to attract customers!

Turning Plows	Furrowers	Pumps
Cultivators	Potato Diggers	Weed Sprayers
Discs	Hillers	Lawn Mowers
Spring Teeth	Cutter Bars	Hay Rake
Dusters	Snow Plows	Seeders



PIONEER MFG. COMPANY

1924 S. 81st STREET • MILWAUKEE, WIS.

So-o-o Quiet!

All Enclosed, too!



QUIET OPERATION! That's the thing that makes a big hit with every prospect for a water system!

The Deming FIG. 562 "WORM DRIVE" system for deep wells is so **QUIET** you can't hear it run! Add that to its many features and **moderate price** and you have quick sales!

The **COMPLETE** Deming line is chock-full of sales-makers! Better get on the Deming band wagon **NOW** for 1950 PROFITS!

HERE IT IS!



Send for illustrated folder on the Deming Fig. 562 "WORM DRIVE."

THE DEMING COMPANY
519 BROADWAY • SALEM, OHIO

DEMING
THE COMPLETE LINE
PUMPS AND WATER SYSTEMS



W. M. Werner

apolis branch, which at that time covered a large part of the company's sales territory.

In 1935 he was named assistant general sales manager of New Idea, Inc. In 1927 two years after Avco purchased the farm equipment company, he became general sales manager. He was elevated to general manager, heading all activities of the division in July of this year. Completion of a \$5 million expansion and modernization program at the Coldwater plant, which was begun after the company became a part of Avco, is now taking place under his direction.

Wirt Receives Freedom Foundation Award . .

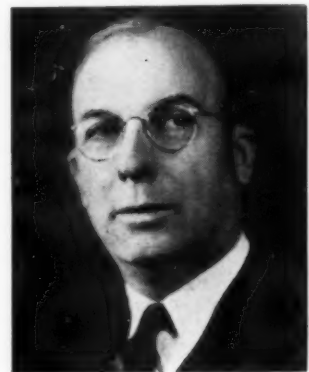
FRED A. WIRT, advertising manager of the J. I. Case Company, Racine, Wisconsin, was chosen by the Freedoms Foundation as among the 200 American individuals and organizations selected for the 1949 awards in recognition of their contributions to the American way of life by "speaking up for freedom."

Mr. Wirt, along with others selected, received his award from General Dwight Eisenhower on November 21 in a huge barn on the colonial farm once occupied by Washington's troops and which now is headquarters of Freedoms Foundation in Valley Forge, Penn.

Besides a gold medal, Mr. Wirt received \$1,500 as part of his award. He was honored for his 52-page brochure "Which Road, America?" It traces America's progress from the Declaration of Independence, Constitution and Bill of Rights, and warns of three roads ahead, the American highway of individual freedom, loss of liberty, such as in socialistic Great Britain, or the dictatorship of

communistic Russia.

Wirt's brochure points out how 13 colonies in a little more than 150 years developed into the most prosperous and most progressive nation in all the world. And it also points to the dangers of present confiscatory taxation and lists the fallacies of socialistic legislation government. In his conclusion,



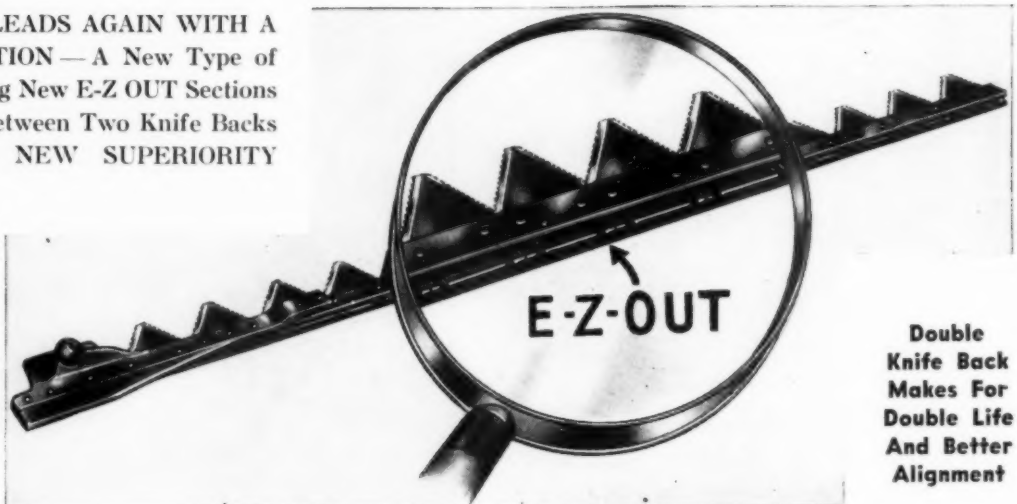
F. A. Wirt

Wirt warns, "Should U. S. A. go socialistic, there is no capitalistic (profit and loss) country to help us as we have helped and are now

INCREASE YOUR SALES WITH NEW WHITAKER "E-Z-OUT" LINE

WHITAKER LEADS AGAIN WITH A NEW INVENTION — A New Type of Knife Featuring New E-Z OUT Sections Sandwiched Between Two Knife Backs Producing A NEW SUPERIORITY IN Mowing.

Made
To
Fit
Most
Makes
Of
Mowers



Double
Knife Back
Makes For
Double Life
And Better
Alignment

NO RIVETS REQUIRED TO REPLACE SECTIONS

Write or wire TODAY for complete details and samples of these sensational WHITAKER developments!



THE WHITAKER MANUFACTURING CO., CHICAGO 38, ILL.

Are You a Better Dealer?





Saleability is a built-in feature of Planet Jr. *specialized* equipment for farmers and gardeners. Here's why: Planet Jr. equipment is designed and built by men who really know the grower's needs. There you have the reason why the world over Planet Jr. spells quality and service.

Planet Jr. is the only manufacturer offering a *complete* line of practical and specialized equipment for many crops and different types of soil condition. Help your customers do better work with less effort... help yourself to more profitable business... feature Planet Jr.

The Complete Planet Jr. Line includes:

Planet Jr. Garden Tractors: 1½, 2½, 5 H.P.

Planet Jr. Tractor Attachments for plowing, discing, seeding, fertilizing, cultivating, lawn mowing, field mowing, hauling, snow plowing.

Specialized equipment for use with general purpose tractors.

Planet Jr. Planetized Tillage Steels.

Single and Double Wheel Hoes...

Combination Wheel Hoes and Seeders...

Fertilizer Distributors.



S. L. ALLEN & CO., Inc.

3421 North Fifth Street

Philadelphia 40, Pa.

assisting socialistic countries. No one to help us!"

Freedoms Foundation is an organization established in March, 1949, for the purpose of making awards and carrying on non-profit activities in the advertising field. Award winners' contributions on the American way of life and the principles of freedom on which it stands were judged most significant in the opinion of a jury of 21, made up of state supreme court justices and officials of American patriotic societies.



GREEN LINE

STEEL FARM FENCE POSTS

Progressive farmers buy GREEN LINE farm fence posts because:

- They're easy to install
- They last longer
- They're trouble-free
- They're weather-resistant
- They're economical

Manufactured from high carbon rail steel. Five galvanized wire fasteners furnished with each post.

WEST VIRGINIA

STEEL & MFG. CO.

HUNTINGTON, W. VA.



Myers Announces Water Softeners, Conditioners.

THE F. E. MYERS & Bro. Company, Ashland, Ohio, manufacturers of Myers pumps and water systems, announces the addition of a complete line of domestic water softeners and conditioners. With the addition of this line, The F. E. Myers & Bro. Company is now in position to offer to its trade a full line of water supply equipment.

The Myers Elgin line of water softeners is being produced for The F. E. Myers Bro. Company by the Elgin Softener Corp., Elgin, Illinois.

CONVENTION DATES

Arkansas Hardware & Farm Equipment Association. annual convention and show, Feb. 13-15, 1950. Headquarters, Hotel LaFayette, Little Rock, Ark. Secretary, A. W. Porter, LaFayette Hotel, Little Rock, Ark.

Farm Equipment Dealers' Association of the Carolinas, an-

nual convention, Feb. 6-8, 1950. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, A. A. Chappell, 210 National Bank Bldg., Wilson, North Carolina.

Deep South Farm Equipment Association, annual convention and trade show, Jan. 16-17, 1950. Headquarters, Roosevelt Hotel, New Orleans, La. Secretary, Lamar W. Walters, 511 Guaranty Bldg., Alexandria, Louisiana.

Mar-Del-Va Farm Equipment Association, annual convention and trade show, Jan. 16-17, 1950. Headquarters, Lord Baltimore Hotel, Baltimore, Md. Secretary, Wm. H. Miller, 1531 Lockwood Road, Baltimore, Maryland.

Mid-South Farm Equipment Association, annual convention and trade show, Jan. 18-19, 1950. Headquarters, Ellis Auditorium, Memphis, Tenn. Secretary, Graham McDonald, Chisca Hotel Bldg., Memphis, Tennessee.

Oklahoma Hardware & Implement Association, annual convention and trade show, Feb. 7-9, 1950. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, R. K. Thomas, 711 Wright Bldg., Oklahoma City, Oklahoma.

Panhandle Hardware & Implement Association, to be announced.

Texas Hardware & Implement Association, annual convention and trade show, Jan. 23-25, 1950. Headquarters, The Shamrock, Houston, Texas. Secretary, Ray M. Souder, 814 Texas Bank Bldg., Dallas, Texas.

Virginia Farm Equipment Association, annual convention, Jan. 26-28, 1950. Headquarters, Hotel Roanoke, Roanoke, Va. Secretary, Mrs. E. K. Hall, 1103 E. Main St., Richmond, Virginia.

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Fig. H-1200

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If you wish, this information will be kept confidential and your name will not be submitted to any manufacturer without your permission.

FARM EQUIPMENT SECTION
of Southern Hardware
806 Peachtree St., N.E., Atlanta 5, Ga.

Southern HARDWARE

Hardware and Allied Lines — Farm Operating Equipment

Vol. 119

February, 1950

No. 2

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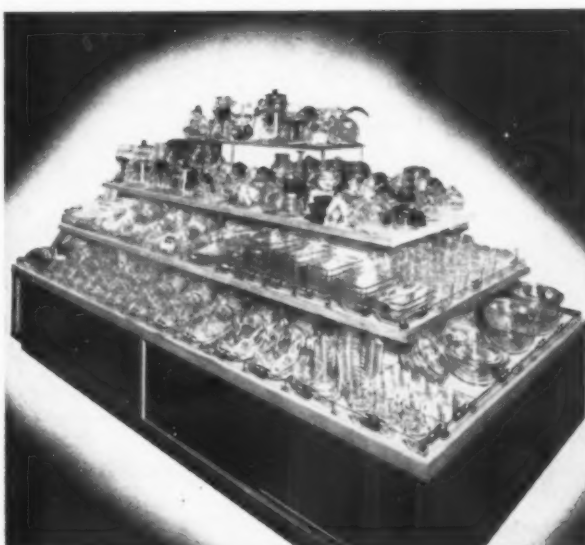
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SOUTHERN HARDWARE for FEBRUARY, 1950

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SHOPPING ISLANDS

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It's "eyes right" . . . *right* on your featured merchandise when it's displayed on easy-to-see, easy-to-reach display fixtures . . . they're Association-designed for Association members only. Attractive Shopping Islands add 50% *more* display space to your store. They're durably-constructed of high-grade mahogany, oak or birch, with ample storage-space underneath for reserve stocks. Top step-ups can be quickly arranged to accommodate all sizes and shapes of merchandise.

Association Step-Up Display fixtures are unexcelled in beauty, workmanship and price. They are shipped completely assembled, ready to go to work at once. See association-designed fixtures *first* before you buy!

For Complete Store Planning
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There is a **ROUND** Chain for every need of your farm customers!

THIS is the season when your farm customers are in the market for chain.

They'll buy Electra Cow Ties or Electra Trace Chains because they know Electras are "tops" in quality and dependability.

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Order a stock from your jobber. Place them on display. They'll bring you a lot of profitable sales . . . give your customers security and satisfaction in every link!

A-2075



TIE OUT CHAINS



ELECTRA COW TIES



HALTER AND DOG CHAINS

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ELECTRA BREAST CHAINS



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The Cleveland Chain & Mfg. Co.

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Round Associate Chain Companies: **The Bridgeport Chain & Mfg. Co.**, Bridgeport 1, Conn. • **The Cleveland Chain & Mfg. Co.**, Cleveland 5, Ohio • **Round California Chain Co.**, So. San Francisco and Los Angeles 54, Cal. • **Seattle Chain & Mfg. Co.**, Seattle 8, Wash. • **Woodhouse Chain Works**, Trenton 7, N. J.



REMEDY FOR INEFFICIENT SELLING

IT COSTS real money to bring prospective buyers into a hardware store. If, for instance, a store's total expenses average \$100 per working day and on the average 100 potential customers enter the store each day, we might say that it costs just \$1 to bring in each prospective purchaser.

What do our sales people do to recover that cost, or to make an actual profit for the store on its per capita customer expense?

All surveys along this line have revealed a dismal picture of neglected sales opportunities—of sales people who seldom make any effort to sell more than the one item the customer came in to buy, and who frequently don't make any really intelligent effort to present that one item to the prospective buyers.

"Here's a hammer—the price is so-and-so." That is the type of sales appeal which the customer too frequently hears, whereas a dramatic story might be told of materials and workmanship, of balance and weight, of special analysis steel and selected second-growth hickory handle.

Many years ago a southern state retail hardware association employed a woman to make a shopping tour of hardware stores over the state and authorized her to spend up to \$10 in each store where her purchases were invited to that extent. Yet, as we recall, the average purchase per store was less than one dollar, and the shopper's report revealed an almost unanimous lack of interest in selling her more than the one item about which she inquired.

The same indifference to sales opportunities is revealed in other and more recent surveys. And it is not confined to the hardware trade, by any means, as much the same situation is found in other types of stores which lack consistent sales training programs.

What's the remedy? Well, for one thing, it's time to revive those weekly "store meetings" or sales schools which had been inaugurated in many hardware stores prior to the war. Through such meetings the sales people—and more particularly, those of the younger generation—can become better acquainted with the merchandise they are supposed to sell, and can learn how to handle different types of customers, how to close a sale, how to make companion sales, and the other things they need to know in order to take advantage of their sales opportunities.

Then it may be that something in the nature of an incentive plan would stimulate more efficient selling. Even where the sales people take care of other work in addition to selling, it should be possible to devise some plan which would give due consideration to other duties and at the same time offer attractive rewards for efficient sales effort.

With the return of a normal competitive market, intelligent selling is necessary if volume and profits are to be maintained.

THIS TAG



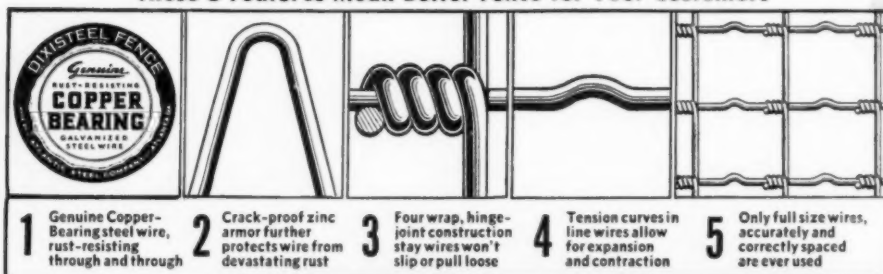
Means money to you...

Because your customers know it means money to them—in longer-lasting fence . . . greater year-in and year-out protection.

Sell the fence that is Southern made for Southern needs . . . that makes satisfied customers for you—DIXISTEEL FENCE.

See your wholesaler or write today for full information on the complete DIXISTEEL Fence Line.

These 5 Features Mean Better Fence for Your Customers



BACKED BY SOUTHERN ADVERTISING TO BUILD MORE SALES FOR YOU!

Dixisteel Fence ads appear regularly in publications reaching 373,471 farmers.

Atlantic Steel Company

ATLANTA, GEORGIA

At right is a view of the successful sporting goods department operated by the Thompson Hardware Co., Greenville, Texas. At left is store owner, D. P. Thompson. Ray Cooper, store manager, is at right



Building a **SPORTING GOODS DEPARTMENT**

**It accounts for 25% of
the total volume in this
aggressive Texas store**

SPORTING goods volume increased 20 times after sporting goods was removed from among hardware items and placed in an exclusive department in the Thompson Hardware Company store in Greenville, Texas.

In this department the principal sporting goods displays occupy only 270 square feet, or about one-thirtieth of the total sales floor space of 7,290 square feet. Nevertheless, sporting goods now accounts for 25 percent of store-wide volume, compared to only a trickle of sales in these lines before departmentalization, according to D. P. Thompson, owner.

Thompson was reminded that if sporting goods volume increased 20 times after departmentalization, that would be an increase of 1,900 percent in volume. But he declined to modify his statement and enumerated several reasons

By Baron Creager

for a near-miraculous increase in volume after addition of the department.

"For one thing," said Thompson, "a department creates an atmosphere that is welcomed by the sporting goods customer. It actually appeals somewhat to the vanity of a man, for when he shops in a sporting goods department he sets himself apart from the usual run of hardware store customers. Many men like to be identified with outdoors life, and this identity attaches itself to them when they patronize such a department.

"Furthermore, most sporting goods customers like to buy from a specialist. Many of them actually could fill many of their lesser needs at one of the less expensive chain stores. But they prefer to

buy from a specialist. That is because they can exchange comment with the salesman and examine the latest in merchandise.

"But to my way of thinking one of the most important factors in drawing customers to a sporting goods department is that such a department publicly stamps the merchant's place of business as the place to acquire that type of merchandise."

The Thompson Hardware Company carried a fair stock of guns and fairly good lines of sporting goods when this merchandise was part of the hardware store. Yet the store never realized either the volume or the profit possible under that arrangement. And there is a very definite appeal to the profit sense of a dealer in the operation of a sporting goods department, Thompson found.

"The customer in that depart-



Customers entering from the hardware side have this view of the sporting goods department. The section has a wide variety of items

ment," he said, "wants the latest and best. Nor does he care what the cost is. He may pinch a few pennies in buying hinges for a door or a heater for the bathroom, but he opens his billfold wide when buying a reel, a rod or a gun.

"Then, too, before I had this department I bought by the dozen. Now I buy by the gross, getting a better price and a better margin of profit.

"And there is one nationally-advertised, complete line of fishing tackle that I tried repeatedly

to get, without success, before I opened that department. This manufacturer, who favors one spot in a community by giving one man the most attractive deal, would have nothing to do with me.

"But after I opened that department and they saw what I intended to do, they came to me. Needless to say, now I have that attractive line."

Thompson Hardware has performed that job in selling sporting goods without the stimulation of natural or artificial recreation



When a local man, Vance Henderson, center, was named fisherman of the month by a national magazine, his prizes were awarded at the Thompson Hardware store in connection with a radio broadcast. Thompson is on the extreme left with Jimmie Jones, announcer, on the right

facilities on a large scale.

Greenville, a community of 18,000, would be described as being unfavorably located in some respects for the sale of sporting goods.

Nearby is one small, private fishing lake, and it is 60 miles to the biggest Texas recreational spot, Lake Texoma. Nor is Greenville adjacent to a territory inviting hunting even for small game, for the community is much more famous for being centered in a rich blackland region in which are so many highly productive farms.

However, geography bestows one outstanding advantage, for the Greenville trade territory extends for 50 miles in almost all directions with the biggest city, Dallas, at least that far removed. And as evidence of the potential of this trade territory is the fact that Thompson Hardware, in 45 days ending November 30 last year, sold 420 hunting and fishing licenses.

It was accomplished, also, in the face of intensive competition. Directly across the street is an exclusive sporting goods and luggage store. Next door and on the same side of the street is one of four other hardware stores in Greenville, all of them on the Thompson side of the street and all of them within a distance of three blocks. These all handle sporting goods, as do representatives of both of the biggest chains, five auto stores and two drug stores—15 sporting goods competitors in all.

Thompson owns his own building and created his sporting goods department by converting a 27-foot-wide section that had been leased out until October, 1946. When the lease expired, Thompson opened an entrance way into the re-acquired space.

This entrance connecting hardware and sporting goods affords two alcoves, with guns being racked on one side and ammunition on the other. Actually, the department is referred to by Thompson and his associates as a "Radio and Sports Salon," and this designation indicates the merchandise stocked therein.

As previously stated, the principal sporting goods display occupies a space only 10 feet deep and the width of the room, 27 feet, less a narrow aisle through the center. The aisle cuts the dis-

(Continued on page 76)



The Retailer's Opportunity

FEW LINES sold in southern hardware stores offer as great a sales potential as sporting goods.

With almost unexcelled facilities for hunting and fishing and with a climate that permits year-round sports participation, the people of the South have become increasingly sports minded.

Added to this, there has been a tremendous advance in personal income in the South, along with shortening of working hours. Accordingly, there is more money to spend on sporting goods and more time for leisure activities. All this has tended to increase the market for sporting goods to a point where aggressive dealers have recognized these products as a major line—a line that brings in a substantial share of annual volume.

In many southern towns the population isn't sufficiently large to justify the establishment of exclusive sporting goods stores. And since in any event the natural outlet for these products is the hardware store, many such stores have taken advantage of this opportunity to build up a substantial source of income. Small shelf displays have given way to full-fledged departments, and numerous dealers have

found it advantageous to expand even further these departments so as to provide space for more complete inventories and better displays.

Going a bit further, some stores employ a full-time sporting goods salesman as a further means of providing the specialized services that make the store sporting goods headquarters for the community.

Success with this line throughout the South proves that the possibilities are almost limitless provided an effective sales and promotional campaign is devised by the individual dealer.

First in importance is the merchandise to be offered. Customers interested in sporting goods demand quality merchandise. They are brand conscious, and it has been emphasized by leading dealers that even the youngsters have a pretty thorough knowledge of the sports in which they are in-

clined to be interested.

To compete effectively for a share of this market, it is essential that the hardware store offer a complete line of standard, medium-priced merchandise. Gone are the days when "cats and dogs" could be palmed off for no other reason than that the customer could find nothing more satisfactory. Customers today have a wide range from which to select, and no longer will they accept inferior substitutes. Their business will go to the store with a variety of dependable merchandise.

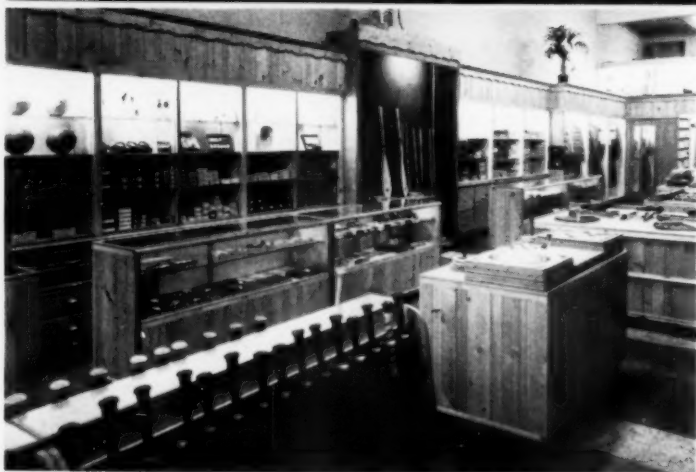
For full effectiveness, sporting goods should be given a prominent position in the store with displays which permit merchandise to be handled and inspected. Such displays have great sales building value. Usually the sporting goods customer is a careful buyer, and he wants to inspect a number of items before making a final choice.

It is important too that enough space be provided in the sporting goods department for customers to browse and engage in conversation with other customers and salesmen. Such friendly contact with customers enables a dealer to determine what a sportsman likes and wants.

Show windows can be an important means of attracting sports enthusiasts

Often termed a "sportsman's paradise," the South offers a constantly expanding market for sporting goods. To the dealer who recognizes the sales potential, this line can bring a substantial share of annual volume

Display Ideas for Attracting Sporting Goods Business



to the store. No merchandise in the hardware store's inventory lends itself better to attractive window displays, and because of year-round sports participation in the South, sporting goods can be featured in any given month of the year. Then, too, carefully planned windows keep attention focused on sporting goods. Over a period of time the customer will tend to identify the store with his sporting goods needs.

Most important of all, perhaps, is the person responsible for selling sporting goods. In the case of the small-town store where the sales staff is limited, the owner must have sufficient knowledge of his stock to be of service to his customers.

In larger stores, the special sporting goods salesman more often than not knows his merchandise better than the owner himself. Adequate stock, proper displays and advertising are important, but the man who does the selling must stay abreast of the sporting goods field if he is to render the kind of service that encourages repeat customers—and if the store is to obtain its share of a sporting goods market which, on the basis of past records, is likely to exceed \$100,000,000 in the South during 1950.

Two Neighborhood Stores Stimulate Service

USING two neighborhood stores as an integral unit insofar as possible, despite the fact that they are about four miles apart and in completely different type communities, has served to stimulate service and promote sales for Louis Wagner, owner of the two Memphis stores.

One of these, Louis Wagner's Hardware Store on Thomas Street, is located in an industrial section, with a higher Negro population and a lower buying power. Here about 3,500 items are carried—the same number stocked in the other store, Sauer's Hardware Store on Summer Avenue.

Because of its location, the Thomas Street store carries items of a slightly different grade.

When one store doesn't have an article sought by a customer, a quick 'phone call checks the stock in the other store. Despite the distance involved, Wagner has worked out a system of delivery that has proved highly satisfactory. He makes at least one trip a day between the two stores.



Cashing in on GUNS

By John Martin



Above, this customer benefits from this well-trained and helpful salesman. Where possible the gun department should be under the direction of specialists. Below: this gunsmith fits a polychoke, one of the many additional items demanded by the shooting enthusiast

EVER since the "Buffalo Bill Rifle" won the West, arms and ammunition have been a growing industry. Even before this, and as far back as 100 years ago when Walter Hunt's patent No. 6,663 for the "Volition Repeater" gave us the forerunner of the modern repeating rifle and shotgun, notable achievements have been made in weapons, cartridges, shot shells, velocities, range, powders and many other elements affecting shooting.

Many blanks have been shot since the old-time hunters threw away their powder horns and bullet pouches which they used to load, slowly and laboriously, their fowling pieces from the muzzle. The sport of hunting and shooting has enlisted millions of followers and at present over 12 million Americans are actively participating.

There will be more, despite the

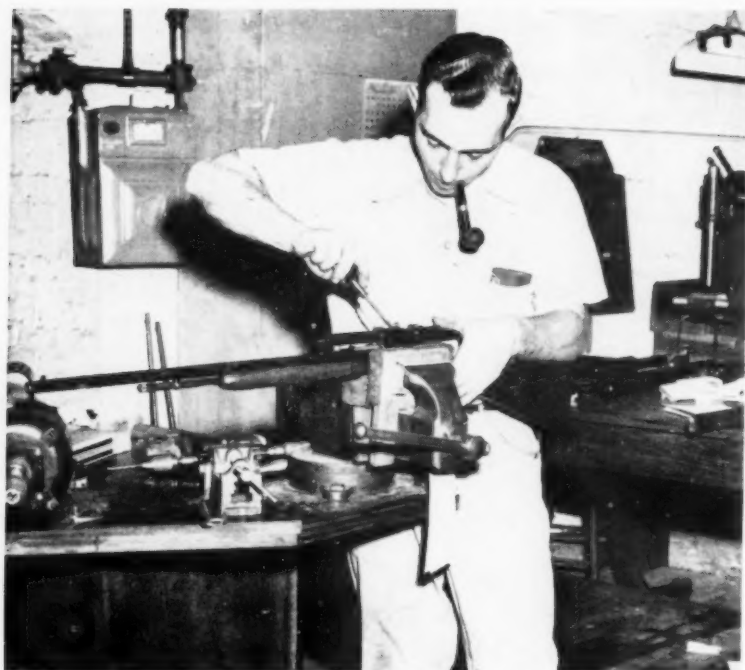
decline in game bird and animal populations. Hunting is second only to fishing as a national sport when the number of participants and the amount they spend are considered. A billion dollars annually would not be an exaggerated estimate of the number of dollars spent by followers of the shooting game.

Thus it requires no financial wizard, no economics genius to tell us that a gun department plays a highly important role not only in the sporting life of America, but also in American industry. Guns and ammunition are big business and they are important factors in the sales and profit volumes of both large and small businesses.

Manufacturers and their researchers have been improving their products, and along with these advances there has been a steady increase in demand by

users of firearms. But what has the dealer been doing with his gun department? Many have kept pace; others have stood still or gone backward.

Improvement and progress are accompanied by increased sales and profits, and this concerns even the one-bird-dog-town dealer, who is an important outlet for arms and ammunition and hunting accessories. The small hardware store, multiplied many times, perhaps is the most important merchandising medium for guns, shells, cartridges and hunting supplies. This is true, particularly in the South, where small city and rural sportsmen comprise the hunting majority.



In selling guns it is necessary to have available the services of a gunsmith. Smaller dealers often can make arrangements with an independent gunsmith, either in the same town or within fast shipping distance

A successful gun department involves many operations, the number and extent of which vary according to the size of the business and the number of customers served or anticipated. It would be unreasonable to say that all dealers who cater to hunters and shooters should undertake a tremendous and expensive expansion program. Just as unreasonable as it is for a hunter to buy a duck gun and a Chesapeake retriever for a half-morning on a desert for mallards.

But how long has it been since a covey of quail walked through the front door and asked to be executed wholesale? The trend is toward cautious operation, but this does not mean cautiousness at the sacrifice of complete stocks and alert, aggressive selling.

Getting the customer and keeping him is a job that requires more than a double-barreled gift of gun gab, although this always is a big help. Unlike many other forms of merchandising, satisfactory gun and ammunition selling calls for such things as personal touch, skillful and often patient explanation, trade-ins, and among many other angles, customer-confidence.

Remember, you can cuss a man, but don't talk about his gun and dog.

Plans for an expanded and improved gun department should be based on some such carefully formulated policy of operation as the following:

1. Spare no effort or expense in keeping as many sportsmen as possible supplied with the exact model gun they desire.

2. Use no sales pressure whatsoever on sportsmen. Customers buy the exact model gun they have their hearts set on. They are never pressured into buying guns not of their choice.

Sporting Goods Special Issue

THIS issue of **SOUTHERN HARDWARE** is devoted in large part to the merchandising of sporting goods, in recognition of the fact that this line offers hardware dealers almost unlimited opportunities for increasing both volume and profit.

This is particularly true in the South, where many items in the sporting goods line are sold the year around; where lakes, streams and thousands of miles of coast line offer the best of fishing; where vast areas are open to hunting; and where many other sports are becoming of major importance.

3. Supply all new guns at catalog list prices and sell all used guns at prices substantially lower than new and as reasonably as possible.

4. Provide complete information to all inquiring sportsmen with reference to guns, ammunition, hunting regulations, gun clubs, shooting events and all allied data of interest to shooters.

5. Encourage young people's interest in hunting, as a wonderful sport, as a healthful, wholesome outdoor recreation and as a character-building factor in their development.

This could be regarded as a model policy, even for gun dealers without large display facilities, heavy inventories and extensive promotion. The merchandising of firearms is fundamentally the same as any other form of selling. It starts with buying, of course, followed by advertising, display, and then the all-important sale. After this comes service, repair and trade-ins.

This calls for the dealer himself, or his gun department manager—depending on the size of the business—to have a background in guns, rifles and ammunition. The more extensive the better.

It is desirable for the gun department to be under the personal direction of a specialist, whenever possible.

Smaller dealers who handle these sales personally have found it profitable to learn all they can about weapons and their use. The larger hardware and sporting goods stores demand a gun expert behind the counter. He is the key to the whole set-up. His qualifications are obvious. He should know how to take down and assemble all types of sporting arms. He should be identified in the shooting and hunting game as an active participant. Above all, he should know how to take a sincere and personal interest in each customer. This is more important in gun sales than in any other form of merchandising. And in this it is the No. 1 consideration.

The gun department and its volume of sales is built around the man who runs it.

Gun display offers a wide range of choice. The most popular displays for the largest number of stores are vertical, open gun cases, although there are many who prefer to keep guns under

(Continued on page 86)

W. E. Reardon, manager of a store in a town of less than 8,000 people, realizes a substantial volume from sales of athletic equipment and supplies

By S. W. Ellis

Cultivating the Market for

ATHLETIC SUPPLIES

ENTHUSIASM for sports is not confined to the large cities. The youngster in the small town gets as much pleasure from kicking a football or banging out a fly as his big-city cousin, and the small-town dealer who capitalizes on this potential market will find that a substantial portion of his volume comes from the sales of athletic supplies and equipment.

One dealer who has done just this is W. E. Reardon, manager of the Hempstead Hardware Company in Hope, Arkansas. Though located in a town of less than 8,000 people, Reardon, through

adequate promotion and careful cultivation of the potential market, has built this merchandise into one of his largest volume lines.

By constantly promoting athletic equipment for use by schools and club teams, Reardon has succeeded in tripling his volume on this line since the store opened three years ago.

By every means, he has encouraged and appealed to this natural enthusiasm for sports. As he explains it, "We deliberately set out to popularize, even more, football and baseball among high

school students and the adult spectators."

When listeners dial in the football game on local radio station KXAR, they are reminded, many times during the broadcast, that the Hempstead Hardware Company is making the broadcast possible.

In baseball season, the story is repeated. The company sponsors the broadcast. And it is the company that sells much of the baseball equipment used by the county's amateur and semi-pro teams.

Typical of these is the American Legion team, one of the best in the area. Reardon supplied the uniforms and much of the equipment for this team.

Good uniforms, he says, lead the way to other sales in equipping teams. His store makes a specialty of uniforms. As a result, when bids on this equipment are invited, the Hempstead Hardware Company more often than not is the low bidder.

"Sometimes we don't make a large profit on a bid," said Reardon. "But that's satisfactory with us. We're out to make the town football-conscious in the fall and baseball-conscious in the spring and summer. Outfitting a popular team is one of the surest ways to stimulate more interest in the sport. And it is a surefire way of calling attention to the fact that we sell athletic equipment."

Sports enthusiasts are never permitted to forget that this dealer puts athletic equipment first in all seasons. A large display table just

(Continued on page 76)



By constantly promoting athletic supplies for use by schools and teams, this store, in three years, has tripled its volume on this line. Sponsorship of sports broadcasts helps popularize sports participation among the youngsters

In the South it's Fishing Tackle to the Front

FISHING tackle has become a major line in a large proportion of the southern hardware stores. No longer are small displays hidden away in broken-down display cases or relegated to a minor position in the store. Most southern hardware retailers have capitalized on the ever-growing enthusiasm for fishing with the result that volume has increased year by year.

On an average, sporting goods now account for more than 10 percent of total volume for those dealers who have given special attention to the promotion of this line, and of this sporting goods volume, fishing tackle sales are second only to firearms and ammunition.

With personal income in the South holding at a high level, the outlook for fishing tackle sales during 1950 is no less bright. Of the estimated 25-30 million active fishermen in this country, the South probably has more than its proportionate share; and blessed with favorable climatic conditions, these southern fishermen are not forced to confine their activities to a few months of the year. Instead, it's an all-year sport over a large part of the South.

The spring and summer months, naturally, are the heaviest months as far as sales are concerned. During this period, buying reaches a peak, but there is no halt when summer ends. The fishermen (who never have enough equipment) keep buying and fishing, and the hardware retailer realizes a steady rather than merely a seasonal profit from this line.

While the South offers certain natural advantages in the promotion of this line, successful dealers have used various well-planned promotional and selling devices for making the most of the opportunity to build a substantial fishing tackle volume.

Most dealers agree that a sound knowledge of stock is essential. Fishing tackle is a specialty line

with an appeal to a specialized group. The average fisherman doesn't have to be sold on his sport—he's already a rabid fan—but he does seek information concerning new products and the special features of the equipment which he uses.

The hardware dealer with a good inventory of fishing tackle and who wishes to MOVE this inventory must be capable of selling his customers intelligently. He should be able to make satisfactory recommendations; and even if he is not an active fisherman himself, it is to his benefit to have a "speaking acquaintance" with

Already a major line for many southern hardware stores, fishing tackle again will be a large volume line in 1950 as dealers capitalize on the ever-growing enthusiasm for this sport

the equipment he sells. This is especially true of the small-town store where the sales staff is not sufficiently large to permit a full-time sporting goods specialist.

Larger stores with larger sales staffs have found it advantageous to have a special sporting goods salesman. Many recommend a young man with a natural enthusiasm for sports who is allowed to devote full time to sporting goods. Such a specialized salesman affords the store an opportunity to offer a real service to the fishermen.

As a sports enthusiast this salesman will have a good knowledge of tackle, what it is used for and why. He should be able to talk with the beginner as well as the expert, and he should know where the best fishing is locally, when they are biting and how they can best be taken. Such service will mean the eventual establishment of the store as fishing headquarters in the minds of fishermen in the community.

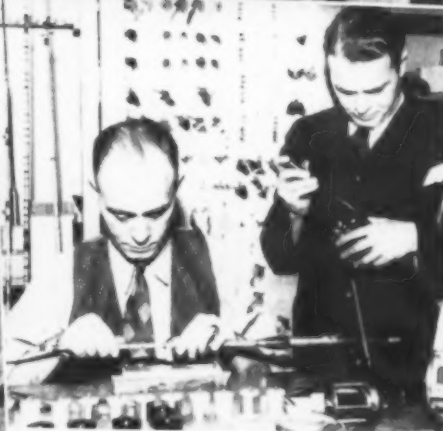
Likewise, the larger stores have found that it pays to have a distinct sporting goods department with ample display and demonstration space. While many smaller stores may find this a practical impossibility, there should be at least a distinct display section where fishing tackle is unencumbered by the presence of non-associated lines. In either case it is of utmost importance to keep fishing tackle on prominent display all year long.

Fishing tackle was never intended to be displayed behind glass. Most effective are displays of the open type which permit the customer to try the "feel" of any rod that strikes his fancy. Reels, plugs, and other lines, likewise, should be readily available for inspection.

The importance of a wide variety of quality merchandise cannot be over-emphasized. In selling fishing tackle a dealer is catering to a special interest or hobby of his customers. It is no longer sufficient to stock a few hooks and a haphazard assortment of cheap rods and reels. Fishermen demand good merchandise, and while there is a place for inexpensive lines, there should be in stock something to show in every price range, with special emphasis upon a wide variety of good, medium-priced items. Generally, fishing tackle offered to customers should be high-quality, dependable merchandise featuring products of national reputation. Successful retailers agree that customers will accept no less—that is, customers who can be counted on to "come around again."

While variety of stock, adequate displays, and intelligent salesmanship are of primary importance in building up fishing tackle business, some dealers use special promotional ideas to bring additional publicity to the store.

One of the best of these is the
(Continued on page 76)



SPORTING GOODS EXHIBITS

All-dealer show conducted by Walthour & Hood and Beck & Gregg attracts large crowd

Atlanta, Ga.

ORDERS for approximately \$100,000 worth of sporting goods were placed by the more than 375 dealers who attended the all-dealer sporting goods show jointly conducted by Walthour & Hood Company and Beck & Gregg Hardware Company, January 16-17, in Atlanta, Georgia.

Dealers from practically every state in the Southeast viewed the latest items in fishing tackle lines shown by the 55 exhibitors, all nationally known manufacturers or distributors of sporting goods. On display were the latest in line, lure, bait, rods, reels, camping equipment and athletic goods.

In announcing plans for the show, W. M. Huie of Beck & Gregg and Wingfield Short of Walthour & Hood had stated that the exhibit was intended to be a buying show where dealers could place on-the-spot orders for their spring



and summer merchandise.

Buyers indicated their interest in sporting goods by placing approximately 425 orders, expressing their enthusiasm for the attractive presentation and the completeness of the lines on exhibit.

Booths were staffed by manufacturers' representatives and members of distributing firms who gave dealers demonstrations of individual products and first-hand information concerning the lines exhibited.

Much interest was shown in the glass rods, which were offered by virtually all the large manufacturers, and in many specialty items.

Sales personnel from both Walthour & Hood and Beck & Gregg assisted dealers in making up their orders.

A feature of the show was Ben Hardesty, bait and fly casting champion, who gave several casting demonstrations during the two-day show.

Top: Part of the crowd of 375 retail dealers who attended the Atlanta show stop at booths to talk with and receive demonstrations from manufacturers or their representatives. Much interest was shown in new products being offered, and officials of the sponsoring companies, Walthour & Hood and Beck and Gregg, reported a heavy volume of orders. **At right:** After watching demonstrations, dealers placed orders



REFLECT DEALER INTEREST



Volume buying reported at shows sponsored by Sullivan Hardware Co. and Orgill Brothers

Anderson, S. C.

MORE THAN 200 dealers attended the second annual Dealers Fishing Tackle and Sporting Goods Show conducted by the Sullivan Hardware Company in Anderson, S. C., January 10-11.

Visiting dealers saw the latest products of more than 50 manufacturers. The purpose of the show was to enable dealers to acquaint themselves with the many new items being offered prior to the spring season.

The widespread interest of buyers was evident in the large volume of orders which were placed during the two day event.

With manufacturers or their representatives on hand in all booths, dealers took advantage of the opportunity to receive demonstrations of new products and to talk directly with manufacturers.

Salesmen for the Sullivan Hardware Company aided dealers in placing orders for spring merchandise.

Memphis, Tenn.

THE MID-SOUTH's first fishing tackle show, a two-day angler's eye-opener sponsored by Orgill Brothers & Co. in Memphis, Tenn., January 19-20, attracted more than 400 retail hardware dealers.

Directed by John Hunter, buyer for the Orgill sporting goods department, assisted by company sales personnel and manufacturers' representatives, the exhibit had 42

booths featuring the displays of 53 leading manufacturers of fishing tackle.

Dollar volume of sales was termed by Hunter and Edmund Orgill, company president, as "highly satisfactory."

Retail dealers, notified of the show through a seven-week direct mail advertising campaign, expressed enthusiasm for the show and the opportunity to see much merchandise with which previously they had been unfamiliar.



Numbering more than 200, retail dealers visiting the show sponsored by the Sullivan Hardware Co., top, placed a large volume of orders. In 1949 this company held what is believed to be the first show of its kind in the South. Left: As the result of the enthusiastic reception given the Orgill Brothers show by dealers, Edmund Orgill, president, announced that the company hopes to make the show an annual event



Left, fishing tackle is given year-round display in a prominent position in Paul's Hardware & Sporting Goods Store, Beaumont, Texas

R. M. Paul, left, owner of the store, discusses plans for a week-end seining party with his assistant manager



FISHING TACKLE

Is a Year-'Round Business

FISHING tackle is a year 'round business over a large part of the South, yielding a steady, month-by-month profit to those dealers who put their displays and promotional activities on a year 'round basis.

R. M. Paul, owner of Paul's Hardware and Sporting Goods store in Beaumont, Texas, has discovered this profitable fact. Since placing year 'round emphasis on this line, he estimates that

his volume has increased 50 percent—not just in sporting goods, but for the entire store.

The store's display of fishing tackle occupies a prominent position near the store entrance, where customers are exposed to its appeal on entering and leaving. But Paul uses other ideas in making fishing tackle one of his largest volume lines.

Of these, one of the best is the week-end seining parties. All dur-

ing the week, customers and prospective customers are invited to join with store personnel on Saturday night for many hours of fun and relaxation.

If the group is large enough, it is invited to join either Paul or the assistant manager who head the two groups. The two groups then challenge each other for the largest catch. The losing group cleans and cooks all the fish that the entire group can eat. If at any time during the week enough customers want to organize a party, Paul closes the store and they all go on the seining party.

"This may seem to be an excellent way to lose your customers—by being closed when they need something," Paul said, "but, it seems to work just the opposite with us because nearly all of our customers have been with us at one time or another, and, rather than take their business some place else, they return the next day when we are open."

Paul states that men interested
(Continued on page 82)





An inland location has been no deterrent to this store which through constant promotion has made outboards a major line

Developing the Market for

By Bill Abbott

OUTBOARD MOTORS

HARDWARE retailers don't have to be near the water to make outboard motors a volume item. They sell nearly as well in inland towns as at lakes and on the coast. And they have many other advantages, such as drawing trade for other lines, if they are properly promoted.

These are the findings of E. Dean Hughes, partner in and manager of the Hughes Hardware Company at Bartow, Florida, who in two years has pushed his sales of outboards and accessories to an annual gross of more than \$10,000.

In his Florida location Hughes has advantage of almost year-around use of outboards, but aside from that he believes his franchise is typical, and is indicative of what many other southern dealers may do.

Bartow is a small city of 10,000 population in an agricultural area in South Florida. It is 50 miles from Florida's West Coast and 40 miles to the nearest large fishing grounds. It has five dealers selling outboard motors.

In spite of these seeming disadvantages, Hughes has made outboards a major item in a general hardware store as the result

of constant promotion and sales effort.

"But frankly," he said, "we don't push them as hard as we could. We just don't have the time and manpower. We could put a man exclusively on outboards, but we're not big enough yet for that."

Meantime, he is selling 50 or more outboards a year with uncounted accessories, such as boats, speed propellers, life preservers,

seat cushions and lubricants, in addition to fishing tackle and other sporting goods whose sales are developed by outboard business.

"It's a very good line," Hughes said, "and it has many beneficial points for the retailer. For one thing, you get an exclusive franchise and a lot of the manufacturer's sales helps. You get an item with a fair trade price, and outboards are definitely a drawing card for any sporting goods department. Therefore, it is a traffic builder for general hardware."

A well-stocked sporting goods section helps, of course, to sell outboards, but Hughes estimated that in his business it is the other way around. He believes outboards do more to sell sporting goods than they are helped.

Outboards present some problems, however, like all other lines, and Hughes does not minimize them. They require sales effort, financing and service for an inventory that runs between \$2,000 and \$3,000 for motors, boats and accessories. They also entail trade-ins.

"The prime essential for out-



E. Dean Hughes points out manufacturers' sales helps—an important factor in building sales

board business," Hughes observed, "is interest. If you haven't got someone in your store personally interested in outboards, you might as well not stock them. Outboard users are a class unto themselves. They're all enthusiasts. They live and sleep outboards, and they buy only at stores that speak their language."

For outboard promotion, Hughes added, frequent demonstrations are necessary, and participation in outboard regattas is beneficial.

"That's when users buy outboards," he explained, "when they see them run. Actually, we sell more this way than in the store."

For that reason, Hughes is a prominent figure at every gathering of outboard fans. He uses many week-ends for fishing, to mix pleasure with the business of demonstrating an outboard to a prospective customer. He is an active member of the Florida Federation of Outboard Clubs and the American Power Boat Association.

Through this activity he gets

most of his customers who eventually make his store a sort of informal outboard headquarters.

"Once they get to that point," Hughes said, "they're hooked. No man who ever buys his first outboard and enjoys it will stop there. He'll have to have a bigger one and a new model the next time. Their repeat business does much to build volume."

Hughes tries to stock one of every model of his line, but concentrates on 7½ and 10-horsepower motors. The little 3½-horsepower size, he said, virtually sells itself and makes customers for larger types.

Only about half his sales are for cash, and he finances the remainder on 10-month contracts.

Another thing to watch, he advised, is trade-ins. They are a major medium of sales, but a retailer must push them constantly so as not to become overloaded. Here again is where a personal interest in outboards is required.

"It's just like the automobile

business," Hughes explained. "You have to go out and sell both new and used models. You can't do it staying in your store."

Service is another problem. If a dealer has adequate space and facilities, service can be a great sales asset, but Hughes has found it more convenient to handle only minor repairs and accept motors for major repairs on an agency basis for a service establishment in Tampa, 40 miles away.

"I believe this a solution for many dealers," he said, "especially small ones. It requires no investment and little trouble. All you have to do is to make an arrangement with your nearest repair establishment and take its work for a discount."

This operates especially well for outboards, Hughes explained, because rarely is a rush job demanded, and truck, bus and automobile transportation has shrunk distances. Often Hughes waits two or three days to get several motors to take on one trip to the repair shop. He can keep in instant touch with it by telephone.

This service is so dependable that Hughes can advertise it as his own and at the same time use it as an effective promotion. He also uses ads in his local newspaper to announce demonstrations several times a year and to help build up outboard regattas within a 50-mile radius of his town.

Because his store is within a block of the county courthouse, Hughes does not sell fishing licenses, but this is another means by which dealers could develop a

(Continued on page 78)

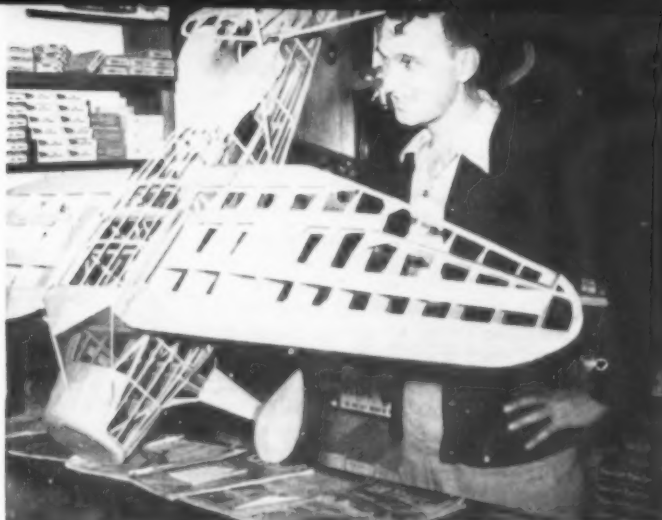


Demonstrations are important. Above, Hughes points out features of a motor prior to taking the customer for an outboard ride. Right: Hughes attends outboard regattas held in his trade area. He finds that these events stimulate sales of outboards



They Specialize in HOBBY SUPPLIES

By L. H. Bugg



ENTHUSIASTIC promotion of hobby supplies in their hardware store has enabled Mr. and Mrs. Merle A. Prestwood, of Chattanooga, Tenn., to turn the model shop of their store into a profitable and popular sideline.

Operating their store on one of Chattanooga's busiest thoroughfares, the young couple meets the neighborhood demand for garden hose, bicycle parts, paint and other items in a store that has a cheerful and uncluttered atmosphere. But hobby supplies are the cherished sideline of both.

Just behind the show window and visible to passers-by, this section stocks model airplanes, automobiles, trains, and ships, as well as various model parts, such as propellers and airplane engines, tools for working on the models,

glue, fast drying paint, and a supply of hobby magazines.

On week days after school, and especially on Saturdays, youngsters come and go, talking shop, seeing what's new, and buying their model supplies. The Prestwoods encourage regular customers, whom they call by name, to wait on themselves; and a few of the youngsters serve as volunteer clerks. It's all part of the fun in operating a hobby shop.

"Kids are the ones most interested in models," said Prestwood, "kids from five to a hundred and

Hobby supplies sold by Mr. and Mrs. Merle A. Prestwood, shown here, include model airplanes, boats and automobiles. Contests sponsored by the store have helped build business



five." Many adults, including some old men, are customers, for the various models hold a fascination for all age groups.

Model airplanes, some with gas-powered engines and radio controlled, are a popular item. Some are jet models, powered by compressed air. Made up in kits by the manufacturer, some require only the assembling, while others require some whittling work before they can be put into operation.

A football field near the store serves as an area for fans who wish to put their planes through test flights. Parks are sometimes used, for many of the planes have mufflers to cut down their noise.

For the patient craftsman interested in more intricate work, the shipbuilding hobby is more challenging than others. Sailing ships are the most popular in this category. In the train department, the most popular items are the miniatures with a historic significance—the first freight and passenger trains. Fords, Jeeps, and covered wagons also are in demand.

Promotes Contests

The Prestwoods foster friendly competition in their monthly model contests, which are judged on the basis of the age of the competitor, craftsmanship displayed, and the detail in evidence. The prize is an airplane ride with Prestwood, who as a former Air Force flyer, pilots a Piper Cub Trainer.

For the dealer who contemplates operating or installing a hobby section, Prestwood has this advice: keep alert to the changing demands of the up-to-the-minute youngsters. He is fortunate in having a supplier who is usually one jump ahead of the changing demands in the model field, and thus can offer quick deliveries, but these same changing styles, he warns, indicate that a dealer should take care not to overstock in any one item that may become outmoded.

Little advertising is used by the Prestwoods, but the model parts are nationally advertised by the makers in hobby magazines.

"We believe," said Prestwood, "that at least 30 percent of our customers shop for models. And while some hardware items are seasonal, our Hobby Corner attracts customers the year-round."

"Swap a Plug" Board Lures Fishermen to This Store

A NOVEL traffic-building "Swap a Plug" Club, developed by W. C. Johnson, hardware retailer in Panama City, Florida, has proven an effective means of building up fishing tackle sales and good-will.

Under the plan developed, a huge display panel is located at the left front of the store, immediately inside the entrance. Five feet high by three and one-half feet wide, the panel is finished in white, with brass hooks in rows down its surface which will accommodate some 85 plugs or lures. Thus hung where it attracts a lot of attention from visiting tourists and fishermen, the panel is lettered at the top "SWAP A PLUG—ANY PLUG AND 25 CENTS." Shown below are from 50 to 80 lures and plugs which have been brought in by fishermen customers, and of which the customer may have by paying 25 cents and leaving another lure in "fishing order."

Few of the lures on display are shown for more than three or four days before they are exchanged, according to Johnson. Frequently, the plugs traded in by fishermen anxious to try their luck with another variety are sold again within an hour, during

the North Florida city's long fishing season. Likewise, there are instances in which a single customer has bought as many as fifty plugs through the season in this way.

"The idea has been a potent traffic-builder," Johnson indicated, "since one sportsman tells another, and newcomers like to drop around to the store and see how the plan works out. This, naturally, gives us a chance to display our complete salt and fresh water fishing tackle, and to make additional sales. We are constantly selling large orders of tackle to customers who might never have been in the store, if it had not been for the attraction of the Swap Club."

The Florida dealer makes no restrictions on the Swap Club other than insisting, of course, that the plug traded in be in good condition, and ready for fishing use. Thus, those on display are impressively clean and bright, and stimulate the usual Isaak Walton to trying three or four. More than 500 customers were "Swap Club members" during 1949, their names and addresses taken for direct-mail advertising, and each taken on tour of the store, to look the stock of sporting goods.

The Swap a Plug board offers the fisherman a chance to try a new lure at little expense. For 25 cents he may select one of these plugs, leaving in turn one of his own which is then placed upon the board. More than 500 customers traded plugs during 1949, their names being taken for direct-mail advertising. The idea has been an effective means of attracting new business to the store



Store Meetings and Radio Ads



BUILD PAINT SALES

Consistent radio advertising and close contact with contractors increases paint volume

By L. H. Houck

IT TAKES consistent promotion to build a big paint volume such as is enjoyed by the Lambert-Grisham Hardware Company, Henderson, Kentucky.

This store has had an aggressive paint selling campaign under way for more than two years, and the extra volume has proved that paint is a product that can be successfully promoted every month in the year.

One of the most important activities of the store in selling paint, according to J. L. Lain, store manager, is the store meetings held with painting contractors. These are usually held when some new paint product is to be stocked, and usually the meetings are attended by factory representatives who are prepared to answer questions about their company's products and to help the contractor get the best results.

Radio Advertising

Lambert-Grisham has been using a 15-minute radio program for the past two years to advertise all the merchandise sold by the store. The advertising is allotted to paint about once each month.

One of the most noticeable results of the radio campaign is the increasing number of farmers who are regularly painting their tractors and farm implements so that

they may be protected from the weather. When farmers are not busy with their crops and there is opportunity for them to do this kind of painting, the radio program calls it to their attention.

Contractors, city residents and rural residents are mailed bulletins describing paint products sold by the store and suggesting methods of application. This regular mailing has increased the retail sales volume, according to Lain.

Sales to Contractors

Largest sales usually are made to painting contractors who have jobs of painting new homes or redecorating homes. While this makes for the largest unit sale, it has another selling feature, according to Lain. If the paint is good and the contractor does a good job, the owner will then ask for this paint when he wants to do a touch-up job himself.

The store also cooperates with painting contractors and renders a service to the retail customer of the store by recommending a painting contractor when the customer decides to redecorate, or when a customer makes inquiries about having a painting job done. Similarly the painters often send customers to the hardware store.

Along with radio advertising,

store meetings and direct mail advertising, the store uses a constant flow of newspaper display advertising. This newspaper space is used to advertise all the merchandise sold by the store, but a portion of the space is usually devoted to paint, brushes and painters' supplies.

Gone are the days when paint was only sold in volume during spring clean-up and paint-up days. Constant promotion has made paint an every-day seller of important proportions in this Kentucky hardware store.

Paint for Tractors

Nearly all farmers in the territory paint their tractors and farming implements at least once each year where formerly they did not paint them at all. Unpainted barns and farm residences are seldom found, and many farmers are now painting their fences and otherwise giving their farms the beauty treatment which preserves their property and equipment.

Lambert-Grisham's radio program is a popular feature. It consists of a well-known hill-billy band, and listeners write in many letters praising the program and the services of the hardware store.

Such publicity is an effective means of enlarging store traffic.

Fishing Tackle to the Front . . .

(Continued from page 66)

fishing contest. These contests are staged and promoted by the store. Usually there is a weekly prize awarded to the fisherman who, during that week, brings in the largest fish.

Other dealers hold angling classes, supplying the equipment and often awarding a prize to the beginner who at the end of the instruction period lands the largest or the most fish. This is a particularly effective method of creating interest among the youngsters.

One Florida retailer issues weekly bulletins which give all pertinent information concerning local fishing conditions, where fish are being taken, and recommends equipment that probably will bring best results.

All such ideas achieve the ultimate goal—that of whetting the interest of more customers in the store's fishing tackle section. There is no limit to such promotional possibilities. A dealer with sufficient merchandising ability can maintain a constant interest among his customers in fishing and in the equipment available at his store.

Cultivating the Market for Athletic Supplies .

(Continued from page 65)

beyond the entrance is the permanent athletic equipment display spot. The displays change with the seasons, but the equipment is there for the young customers to admire and to handle.

Often an entire window is devoted to football, baseball, basketball, and softball equipment. The window is backless, to show the complete athletic goods displays in the store beyond.

The store displays have been carefully thought out. They were arranged so that youngsters can examine merchandise without breaking other articles, such as dishes.

Newspaper display advertisements and radio spot announcements tie in with the window and interior displays. At least six spot announcements are used each week, timed to catch the desired listeners. Women are reached early in the morning, boys and girls just after they have had their

supper, and men after they have been listening to a news program.

Reardon says that athletic goods have proved the best traffic-builder he has found. People of all ages look at these items and buy. Every day, when school is dismissed, there is a period when the front of the store overflows with boys and girls.

"We give particular attention to the kids," Reardon says. "We not only talk athletics with them, but hunting and fishing. The youngster who is interested in football or baseball also casts longing eyes at our fishing tackle and guns."

"In a few years they will be customers for practically everything in the store. It is to our best interest to give them plenty of time now."

Reardon values those drop-in

Ammunition Now Under Fair Trade

The leading brands of ammunition — Western-Winchester, Remington and Peters—are now brought under the protection of the Fair Trade laws, and both wholesalers and retailers will be required to observe the minimum resale prices which are set by the manufacturers.

As of Mid-January, Fair Trade agreements were being distributed to the trade by the ammunition manufacturers.

customers, but he does not rely upon them for the bulk of his volume. Personal contact does that. He calls on the athletic coaches, the physical directors, and the club managers. He visits rural schools and encourages them to have their own teams.

Foremost in all his promotions is the frequent mention of well-known players and athletes who have come from small Arkansas towns. Hope has some outstanding players in several of the competitive sports, and much of the town turns out to see them in action.

"The dealer in athletic goods can do much to build enthusiasm," Reardon says. "The size of the town doesn't matter too greatly. Practically every trade territory has plenty of uncultivated busi-

ness for athletic goods."

Athletic goods is given the most prominent display poster in the store, but other allied lines are not neglected. Bicycles and wheel goods are displayed nearby.

"The entire front of the store is safe for the kids," said Reardon. "There's plenty of room for them to move around in and look at the athletic equipment. We don't have to hurry them out of the store. And that's a good way to treat these future customers."

Although the store specializes in fine equipment for professionals and semi-pros, much of the athletic goods shown in the store is medium-priced merchandise that school boys and girls can buy for themselves.

Building a Sporting Goods Department .

(Continued from page 60)

play into two, triangular sections, each in a corner of the front section of the department. However, in addition, 50 feet of shelving in the department are devoted to sporting goods.

Thompson, known to his friends and associates as "Doug," permits his sporting goods department to stand on its own feet with promotion consisting principally of "spots" in regular newspaper advertising of the store. Yet when he undertakes a promotion seriously, it is done with such thoroughness that the impact is felt throughout the trade territory.

Such a promotion was engineered when a Greenville man, Vance Henderson, was named "Fisherman of the Month" by a national sports magazine. The honor came after Henderson caught a 10 pound, 10 ounce trout in Colorado and won \$150 worth of fishing tackle in prizes.

Thompson proved himself an opportunist by seizing this one. The fishing tackle awarded to Henderson was sent to Thompson by manufacturers for presentation. The presentation was made in connection with a radio broadcast from the Thompson store and, since Thompson gave away an additional \$500 worth of sporting goods to holders of lucky tickets, the store would not contain all who came that night for that promotion.

"We run fishing contests in season," adds Thompson, "giving prizes for the biggest bass or catfish or crappie caught anywhere

a man likes
to get his hands
on a piece of chain...



*There's something about new,
strong steel chain that appeals to the average man*

The other day I opened up an ACCO-PAK of $\frac{1}{4}$ " Proof Coil Chain—put it on my counter. Just left it there—went on about my business.

First man that came in looked at it a minute. Then he couldn't resist dipping in and taking hold of that chain—letting it slip through his fingers—*playing* with it, sort of.

I could see he was trying to think of

some excuse to buy a length of that chain so that he could take it home and put it to work.

You know it didn't seem any time at all till I'd sold the whole 150 feet and opened up another ACCO-PAK.

It's just like the American Chain jobber salesman said. "*Chain is one of those things it pays to keep out where men can see it and get their hands on it.*"

Sure, I sell AMERICAN—the complete chain line

ACCO

York, Pa., Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia,
Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

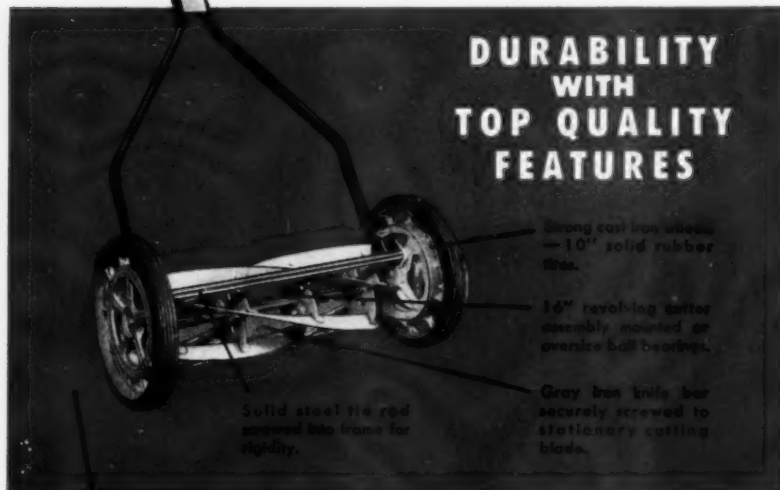


**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**

In Business for Your Safety

**AMERICAN
CHAIN**

THE Coldwell MOHAWK MEANS BUSINESS



DURABILITY WITH TOP QUALITY FEATURES

Strong cast iron wheels
— 10" solid rubber
tires.

16" revolving cutter
assembly mounted on
precision ball bearings.

Solid steel tie rod
secured into frame for
rigidity.

Gray iron knife bar
securely screwed to
stationary cutting
blade.

The Mohawk is the workhorse of the Coldwell line. Designed especially for your customers with average-size lawns, it will out-perform and outlast any other mower at its price. That's because it's built on design principles which have been *proven correct* by 80 years of experience . . . because it contains the *best* materials possible to put into a mower. Get the facts on the Coldwell Mohawk. It can *mean business* for you this year!

Get Three Steps ahead with the Complete COLDWELL LINE . . .

1 BETTER PRODUCTS

2 BETTER PROMOTIONS

3 GREATER PROFITS

See how selling the *complete* Coldwell line can put you 3 steps ahead of competition. The **DEALER DATA KIT** contains *all* the facts . . . describes and prices all models . . . illustrates all sales helps. Write for your kit today!



COLDWELL LAWN MOWER DIVISION

in our territory. But no one is eligible for prizes who brings us a fish that has been frozen or even iced, or dressed. We consider that if a fisherman can get here with a fish in good condition without benefit of ice, then it was caught in our trade territory."

Thompson has high recommendations for the sporting goods department in a hardware store. It helps with diversification of merchandise, creates an atmosphere that brings in customers and makes all store customers sporting goods conscious. Furthermore, it can be operated without additional overhead, he says, because when seasons and other circumstances make business slow in the department, personnel is available for any other store activity.

"Doug" Thompson is a sports enthusiast, is part owner of the Greenville professional baseball franchise and is a hunter and fisherman when he can find time to go.

He was asked if he fished according to the advice of the fisherman's barometer, one of the items prominently displayed in his sporting goods department.

"Naw," he said, "those things are no good." Then he hastened to correct himself.

"What I mean is, they're fine. They're all right. But not for me. I just have to go fishing when I can go fishing, regardless of what the barometer says."

Developing the Market for Outboard Motors .

(Continued from page 72)

list for direct mail outboard advertising.

At least once a year Hughes makes a window display of outboards exclusively, and shows them often with other sporting goods. He keeps half a dozen motors on the floor of his store, opposite and facing the counter for fishing tackle.

In the same area he shows life preservers, cushions and other accessories, but does not attempt to stock boats. He sells these from catalogs, and finds that method feasible because, again, boat buyers are in no rush, and are willing to take a future delivery.

"We like outboards," Hughes said. "They make a clean, interesting line with a solid profit. But if you're going to sell 'em, you've got to first sell yourself."



The Finest Planes in the World



PATENTS
APPLIED
FOR

**MILLERS FALLS
TOOLS**

SINCE
1868

Sorry! You won't find these streamlined beauties in Millers Falls new No. 49 Catalog just off the press last month. They are that brand, spanking new. • We think they are the handsomest, smartest looking hand tools ever produced. One thing we are very certain of. Feature by feature, they are the finest planes man ever made. • If you are proud of your tool department — if you want it to be headquarters in your section for the latest and best in quality tools — then you'll want these two new planes in your window and on your shelves quick. • Write us today for very complete specifications and prices, giving the name of your jobber.

MILLERS FALLS COMPANY • GREENFIELD, MASSACHUSETTS

MAGI-



NOW AVAILABLE... The most amazing development in fishing tackle history

{ Attention jobbers..valuable territory open to live jobbers. Wire or write for details. }
 — SOLD THROUGH JOBBERS ONLY —



Free pocket tackle box with 2 connected spools for spinning or bait casting.

Attractive display box with 6 connected spools for big game fish.



WESTERN FISHING LINE

BRAID

TRADE MARK REG.—PAT. PEND.

BEST 6 WAYS

SEE THE
DIFFERENCE

1 WILL NOT "BIRDNEST"!

Special braiding technique prevents buckling of line when reel over-runs cast.

2 CASTS 50% FARTHER!

Exclusive process creates special texture that pays line out 50% faster.

3 LASTS 100% LONGER!

Braided of monofilament to resist wear and tear from all fishing hazards.

4 INVISIBLE TO FISH!

Actual tests prove Magi-Braid's tri-tone green color is invisible to fish.

5 NEEDS NO LEADERS!

Gives better action to lure or bait.

6 HAS LESS STRETCH!

Thanks to the one and only "Original Hot-Stretch Process", which removes all surplus stretch.



MAGI-BRAID

For SPINNING

Test lbs.	4	6	8
100 yds. per spool			
2 spools connected			
Every 2 spools (200 yds.) in free pocket tackle box.			

For BAIT CASTING

Test lbs.	9	12	15
50 yds. per spool			
2 spools connected			
Every 2 spools (100 yds.) in free pocket tackle box.			

For BIG GAME FISH

Test lbs.	20	30	40
50 yds. per spool			
6 spools connected			
Special display carton with every 6 spools.			

COMPANY • Glendale 4, Calif.

A BRAND-NEW
\$ALES
MAKER
FOR YOU!

McKINNEY
Forged Iron
Cabinet
Hardware
KIT #77

—to tie in with the current trend of "more color in the home"—this board displayed in your paint department is a sure sales stimulator!

SPECIAL OFFER **\$51.00**
IMMEDIATE DELIVERY Complete

YOUR PROFIT-60%

YOU GET—

½ dozen of 18 different items of McKinney Genuine Forged Iron Cabinet Hardware—

Small knob
 Large knob
 Drawer pull
 Heart Door Pull
 Butterfly Hinge
 Thumb Latch

FOR FLUSH DOORS
 Throw Over Latch
 Plate Latch
 H Hinge
 H and L Hinge
 6¼" Heart Strap Hinge
 8¾" Heart Strap Hinge

FOR ¼" OFFSET DOORS
 Throw Over Latch
 Plate Latch
 H Hinge
 H and L Hinge
 6¼" Heart Strap Hinge
 8¾" Heart Strap Hinge

(Regular price through Jobber of these items would be \$54.50.)

●12 additional items mounted (as shown above) on an attractive green Display Board.
 (This gives you an added bonus of \$3.24 worth of merchandise).

●Also—a supply of consumer sales literature for counter or mail use.

●And—National Advertising to help build demand for McKinney Forged Iron Hardware.

A timely, practical merchandising idea for quick, easy, profitable sales of the authentic McKinney Forged Iron Cabinet Hardware.

Order from your Jobber—or send this coupon

McKINNEY

MANUFACTURING COMPANY

1400 Metropolitan St., Pittsburgh 12, Pa.

Please ship through jobber indicated below McKinney Hardware kit or kits as checked:

#77 with Pastel Green Board at \$51.00 ☐ #78 with Knotty Pine Board at \$51.00 ☐

Firm Name _____

Address _____

City _____

State _____

Name (individual) _____

Title _____

Jobbers ——— (To assure prompt delivery, please list two jobbers)

Fishing Tackle

(Continued from page 70)

in the seining parties form the habit of dropping around to the store several times each week just to hear what happened at the last outing. Naturally, the talk often drifts to new merchandise which makes fishing easier and more enjoyable. Thus, the store frequently makes additional sales.

50 Percent Increase

"We estimate the increase in our entire store sales as 50 percent since we started taking an interest in our customers and helping them have a week-end of fun," Paul said, "The man who likes to fish will spend 15 minutes to half an hour talking about his interests, no matter how busy he may be. Thus, by winning the confidence of the customer, we find that our customer list grows daily."

As a tie-in with the seining parties, a fresh fish contest is held each month by the store. A prize is given for the largest fresh water bass and another prize for the largest fresh water perch.

The customer must come by the store and register before he leaves on a fishing trip and return to the store for the weighing of his largest catch. Anyone can enter the contest, whether he is a customer or not. The prize is usually a rod or reel or some similar item of merchandise of the same value.

This contest has created much interest locally, and many prospective customers visit the store and inquire about it. Their visits seldom fail to result in additional business.

Contest Pay-off

"We are repaid many times over the cost of conducting these contests each month," Paul said. "The number of new customers that enter the store each month tells us that we have a good promotional idea, and we plan to keep it going as long as it continues to draw interest."

When a new customer drops in to inquire about fishing tackle, he is given a fishing calendar and a guide listing all the local places that are considered good fishing grounds. These guides also list the types of fish to be found at each place and the best tackle to catch each type of fish.

IT'S TRUE!

Burrite
PRODUCTS

ARE SALES-PROVED FOR BIGGER VOLUME

Outstanding so many ways...Better Design...always first in original styling, individuality all its own...sparkling colors...mixed especially for Burrite...Expert Engineering... enables us to produce plastic products of dependable quality...Better Value... priced low for today's competitive market...always...a product of Burrite quality, the better buy.

SOMETHING
NEW



#308. JUMBO SHAKERS (salt and pepper) Perfectly designed to please...a beauty...so completely different from ordinary shakers...scientifically designed to assure proper flow...sturdy easy grip handle and Burrite's positive locking cap.
COLORS: Two-tone combination — red and ivory — green and ivory — blue and ivory — yellow and ivory.
CAPACITY 10 oz. DIMENSIONS: 3" diameter and 4" high.

SOMETHING
NEW



#309. FUTURO CENTER-PIECE BOWL. Burrite modern styling for smartness of design...beautifully proportioned bowl to fill in as a decorative aid for center-piece table arrangements, for flowers, fruit and/or a serving platter or so many other practical uses...available in Burrite standard colors and the new metallic copper-tone shade.
DIMENSIONS: 12" square x 2" deep.



#310. FUTURO SALAD SET.
Always in demand...beautifully packaged in a smart decorative gift box...an ideal gift for so many occasional events throughout the year...available in Burrite standard colors and the new metallic copper-tone shade...set contains one 10" bowl, one 7" bowl, nest of four 5" bowls—plus salt and pepper.

Other Burrite Sales Leaders

- ★ #303—Futuro Salt & Peppers
Dimensions: 3" high x 1½" sq.
- ★ #302—Futuro Divided Plate
Dimensions 10" square
- ★ #306—Hande Batter Bowl
Dimensions: 7" dia. 4½" deep
Capacity: 3 pts.
- ★ #115—
Birthday Candle Holders
- ★ #122—Utility Bowl
Dimensions: 4½" dia. 2½" deep
- ★ #301—
Futuro Fruit & Salad Bowl
Dimensions: 10" sq. x 3" deep
Capacity: 7 pts.
- ★ #207—Fruit & Salad Bowl
Dimensions: 11" dia. 3½" deep
- ★ #307—
Futuro Fruit & Salad Bowl
Dimensions: 7" sq. x 2½" deep
Capacity: 2½ pts.
- ★ #300—
Futuro Fruit & Salad Bowl
Dimensions: 5" sq. x 1½" deep
Capacity: 1 pt.
- ★ #121—Fruit & Salad Bowl
Dimensions: 9" dia. x 2½" deep
- ★ #117—Fruit & Salad Bowl
Dimensions: 5" dia. x 1½" deep
- ★ #123—Hande Pitcher
Dimensions: 8½" high, 8" long
3½" wide. Capacity: 3 qts.
- ★ #125—Hande Cookie Jar
Dimensions: 8" dia. 7½" high
Capacity: 4 qts.

Futuro Line available in the new metallic copper-tone color

Write for prices, samples and information

BURROUGHS MFG. CORP.

3831 Verdugo Rd. • Los Angeles 65, Calif. • Cable address: "BURRITE"

SOUTHERN REPRESENTATIVES: CHAMBERLAIN SALES, 1080 N.E. 131st. No. Miami, Fla.—Florida . . . A. D. FREEMAN, P. O. Box 1143, New Orleans 4, La.—Louisiana, Mississippi . . . H. P. GLOVSKY, 7851 Ahern Ave., St. Louis 5, Mo.—Oklahoma, Kansas, Missouri, Arkansas, Iowa, Nebraska . . . JAY SALES, 3803 Bonner Rd., Baltimore, Md.—Delaware, Maryland, Washington, D. C. . . HENRY PAGEL, 3703 Carlton Street, Houston 5, Texas—Texas . . . W. D. LUCAS, 7605 Hollins Road, Richmond, Virginia—Virginia . . . REID H. COX, 88 Alexander St., N.W., Atlanta, Ga.—North and South Carolina, Georgia, Alabama, Tennessee.

**TIMELY
ADVERTISING
IN**

TO HELP YOU POWER



4,131,000

READERS

3,285,000

READERS

2,600,000

READERS

1,062,000

READERS

231,000

READERS

4,100

READERS

SELL PENNSYLVANIA LAWN MOWERS

● **Magazines with a Total of More than 11,000,000 Readers**

tell and re-tell the story of PENNSYLVANIA's new, improved power mowers. This colorful, power-packed advertising campaign—the greatest in Pennsylvania lawn mower history—is telling prospective buyers what the Hardware Trade has known for 3 generations—that there is no better lawn mower buy than a Pennsylvania.

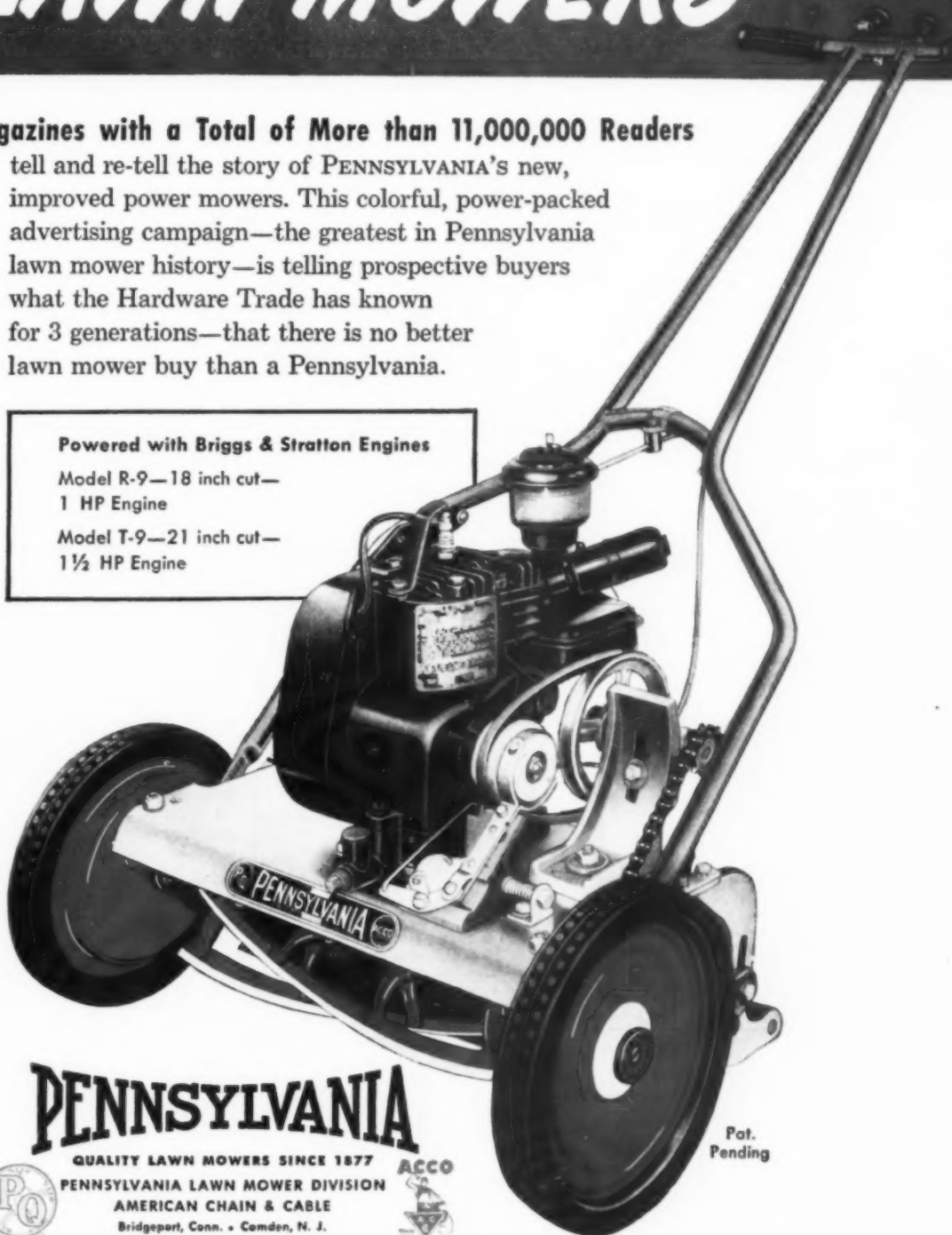
Powered with Briggs & Stratton Engines

Model R-9—18 inch cut—

1 HP Engine

Model T-9—21 inch cut—

1 1/2 HP Engine



PENNSYLVANIA

QUALITY LAWN MOWERS SINCE 1877

PENNSYLVANIA LAWN MOWER DIVISION

AMERICAN CHAIN & CABLE

Bridgeport, Conn. • Camden, N. J.



ACCO



Pat.
Pending

Hand Mowers: Great American — Pennsylvania Jr. — Meteor and Penna-lawn. Also Trimmer and Edger

SOUTHERN HARDWARE for FEBRUARY, 1950

85

Capitalize on these
Advantages of

STURDY

HANDY-PACK BOLT CARTONS



● Handy-Packs contain the same small lot quantities of bolts that have been standard for years. Cut thread carriage and machine bolts have nuts attached as always.

STURDY HANDY-PACK CARTONS

are constructed of corrugated board with a certified bursting strength of from 125 to 200 lbs. per sq. in. depending on bolt size. The cartons are packed in wooden boxes...can be ordered in carload or less-than-carload lots. Every carton is sealed with nylon tape...is certified reshippable. Tying and wrapping are not required when you reship. Sturdy Handy-Packs are superior in every way to ordinary 'paper' cartons. Warehousemen, jobber salesmen and sales clerks who have tried them don't want anything else. Order your bolts from Buffalo and enjoy the many advantages of Handy-Pack.



Certified
Reshippable

Sealed with
nylon tape

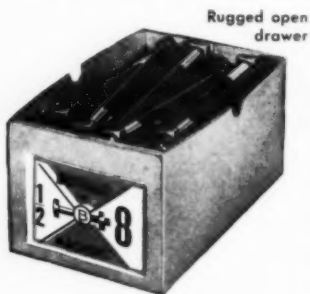
IN DISTRIBUTOR WAREHOUSES

Handy-Packs are sturdy...can be moved, handled or even dropped without breaking. They can be stacked neatly and easily without crushing or toppling. They save time...eliminate costly spillage, mixing and sorting.



IN JOBBER SALES

Sturdy Handy-Pack bolt cartons have sales features never before available. Jobber salesmen respond by pushing the line...because they have something 'extra' to sell. Sales go 'way up'.



Rugged open
drawer

IN RETAIL OUTLETS

Handy-Pack covers are marvelous open drawers for bolt cabinets. They save time...eliminate opening cartons every-time you make a sale. The Handy-Pack covers are sturdy...won't bulge, tear or crumble.

Cashing in on Guns

(Continued from page 64)

glass. For some dealers horizontal displays, with guns and rifles shown in the natural position of use, have proven satisfactory. These require much more space.

Whatever display plan is used, the arrangement should give the customer easy access to the guns. A man wanting a gun wants to feel it. In fact, he wants to fondle it—not only one, but a lot of guns. It is an indulgence in which he should be given the utmost freedom. There are times when the salesman's patience will be heavily taxed, and guns over-handled, but a handy oiled rag will generally repair all the damage.

The gun "handler" must be tolerated and encouraged. He is the fellow who likely will become your best customer and send you many new ones.

A gun display case and rack should be well lighted with fluorescent lamps, when possible and practicable. For greater effectiveness native wood, such as knotty pine, white oak, cypress, etc., should be used to create atmosphere. Some definite plan of arranging models should be followed, if the inventory is large enough to justify it. All .22 caliber rifles should be together and all high-powered rifles should be displayed in the same section. Automatics and pumps would be in another, adjacent to double and single-barreled shotguns.

Most customers know what they want, and if the case is arranged so as to permit it, they will indicate their choice almost always by reaching in the rack and coming up with it. Then follows the aiming, swinging and "dry shooting."

There are times when customers need advice about guns. Beginners, particularly, will empty the question bag, putting at stake the integrity of both the salesman and his store. It would be a mistake to sell, or attempt to sell, a beginner a model that would not best serve his purpose. High pressure selling, or misguided information, either purposely or through ignorance, are certain to backfire. An intelligent salesman, with proper gun background, always knows the type of shooting available to a beginner, and this, along with buying ability of the customer, is one of numerous angles to be considered.

No gun department is complete



WRITE for this free circular on quantities and weights of Handy-Pack Cartons.

BUFFALO BOLT COMPANY

North Tonawanda, N. Y.

Sales Offices in Principal Cities. Export Sales Office:
Buffalo International Corp., 50 Church Street, New York City

PRODUCERS OF CIRCLE B PRODUCTS — BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS



NEW

GARD-N-GUN

Sprays Soluble Insecticides or Fungicides

A compact, lightweight sprayer, ideal for small gardens. 1 1/2 gallon capacity with each filling of the 1/2 pint jar. Fine spray saturates leaf surfaces quickly. Touchomatic Control of spray. Flip it — turns on; flip it again — turns off. A touch of the thumb does all the work.

\$2.45

Retail Price
Complete
with 1/2 pint jar.



NEW

GRO-GUN

Sprays Soluble Fertilizers or Weed Killers

Feeds lawns or gardens while watering them. Sprays 15 GALS. with each filling of pint jar furnished, or 30 GALS. when using quart jar. Cover a small hole to spray properly proportioned fertilizer or weed killer. Remove finger to spray plain water. No mist, no side spray, no fan to drift. Dual Cap fits narrow neck bottles and wide mouth jars... attach fertilizer or weed killer bottles directly to the Gro-Gun.

\$2.45

Retail Price
Complete
with pint jar.



INSECT-O-GUN

Sprays Soluble Insecticides Fungicides

A truly universal sprayer for home gardens or large estates. NEW Interchangeable Jets — one for spraying plants and shrubs, one for spraying trees. Pistol grip and trigger control of water. Fine spray saturates leaf surfaces quickly. One filling of pint jar sprays 3 gallons.

\$5.95

Retail Price
Complete with
pint jar and
interchangeable jets.

Every ^{*}**BRADSON** GARDEN SPRAYER HAS *8 Exclusive Features* that mean **EASIER, FASTER SALES FOR YOU!**

** Two NEW Sprayers
this season*

Bradson Sprayers attach to the garden hose and spray insecticides, fungicides and weed killers the easy efficient way. No tank to carry. No pumping required.

1. Always a soft, fan-shaped spray that won't whip or damage plants.
2. Proportions exactly the right amount of solution in every drop of spray.
3. Large spray holes won't clog.
4. Functions properly at any water pressure or flow.
5. Cleans in only 30 seconds.
6. Broken jars replaced from the kitchen.
7. Guaranteed.
8. Safety-Air-Gap complies with all public health laws.

Plus EXTRA features in each individual sprayer

BIG ADVERTISING CAMPAIGN starts March 1950.

BE READY to fill the demand for these easy-to-use . . . easy-to-sell garden sprayers.

PLACE ORDERS NOW while it's on your mind.

ORDER from your jobber or write direct to us.

IT WILL PAY YOU to act promptly.

THE BRADSON COMPANY

Manufacturers and Distributors

INSECT-O-GUN • GARD-N-GUN • GRO-GUN • GARD-N-TYS
12076 Guerin St., North Hollywood, Calif.

Form No. 315.



TOOL SALESMEN THAT WORK WITHOUT PAY



Pick the combination that meets the requirements of your local market from Williams wide selection of Wrench Boards. They can be combined in endless ways as wall, counter or island displays. All are 12" wide by 24" high, except No. 7 which is 16" wide. Furnished at cost of tools only. Ask your jobber or write to us for complete information.

J. H. WILLIAMS & CO., DEPT. SH350, BUFFALO 7, N. Y.

without having available the services of a gunsmith. Repair service should be made available to all customers. In the case of smaller dealers, arrangements often are made with an independent gunsmith either in the same town, or within fast shipping distance. The making and fitting of stocks, installation of recoil pads and chokes, mounts for scopes and similar jobs often are too tough for smaller stores to handle. There are several wholesale houses in the South that offer complete gun repair and installation services. These are priced so that the dealer can make a fair profit.

A gun repair shop in the store is highly desirable. Some stores even donate space to gunsmiths, others lease a section, with the repair department paying a percentage of the gross volume of business. Regardless of the plan in use, a repair shop that does good work increases store traffic. It stimulates sales of numerous accessories and it gives a completeness to the business that otherwise would be lacking. Sportsmen prefer to patronize and visit all-round equipment headquarters.

Repair is a service the customer deserves. The dealer who sells a gun and later refuses to repair it, or get it repaired, is not fulfilling his full obligations to his customers. A gun shop can be profitable or the source of a year-round headache. It depends on how its operation is conducted.

Demand exceeded the supply of several models of rifles and shot-guns during the hunting season now nearing its end. Thus it seems reasonable to believe that factories will step up production for the 1950-51 season. This will be accompanied by a still larger volume of trade-ins.

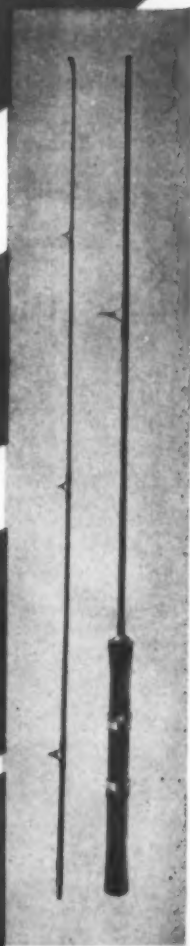
Trade-ins are a part of the gun business. But they are not always as bad as many dealers believe. A definite trade-in policy is difficult to establish, but handled properly it can produce favorable results. Sale of used equipment paves the way for other sales, and good items offer quick profit from small investment. Regular customers of long standing expect to trade in old equipment, and if refused, they and their goodwill will move elsewhere.

Trade-ins also have their disadvantages. They tie up operating capital and often overload inventory. Many items taken in on trades cost too much to repair, or

Sensational News to Tackle Dealers!

Sensational New Advancements Now Enable Dealers To Satisfy All Anglers With One Complete Line Of Spinning Tackle—Airex!

- ★ NEW 6-1/2 FT AIREX-USLAN SPINNING RODS—Bache Brown and USLAN combine their unsurpassed knowledge of Spinning and rod manufacture. Result — universally approved Spinning rods, made of genuine tonkin cane . . . only \$18.95
- ★ FEATHERWEIGHT METAL AIREX DURODS, 6 FT. . . . only \$10.75
- ★ NEW 6 1/2 FT. AIR-GLASS FIBRE RODS OF UNIVERSAL ACTION only \$19.50
- ★ CONVERSION UNITS FOR BAIT CASTERS—Airex conversion handles with guides start them spinning with their own bait-casting rods . . . only \$3.50
- ★ WIDER RANGE OF AIREX SPINNING LINE . . . NOW 3-12 POUNDS TEST!
- ★ NEW IMPROVED BACHE BROWN SPINNING REELS—Unbreakable cups and reversible handles. Never a Backlash with Airex Spinster, \$13.50, and Mastereel, \$22.50



WRITE FOR FREE 1950 AIREX CATALOG

Request a copy of the 1950 Airex Catalog, including full details of all spinning rods, landing nets, and accessories. Write to: Airex, Inc., 1000 Pacific Coast Highway, Suite 100, Redondo Beach, California. Branches: Los Angeles, San Francisco, Seattle and Denver. Representatives: North Central States T. H. H. Co., Chicago, Illinois; West Virginia Tackle Co., Charleston, West Virginia.

AIREX Division of the United Corporation

SPECIAL SERVICE TO MANUFACTURERS, JOBBERS AND DEALERS BUILDING GLASS RODS . . .

Airex Conversion Handles and sets of hard chrome-plated stainless steel Allan Spinning Guides. Conversion Handle, \$3.00—Set of guides with tip taps to match, \$2.25.

IT'S HERE!

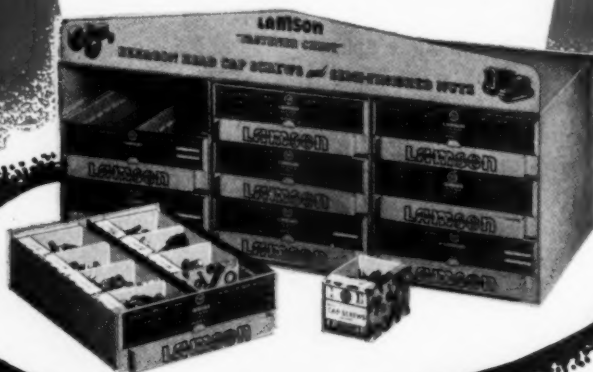
A NEW WAY TO MERCHANDISE CAP SCREWS AND NUTS

Here's CONVENIENCE in handling cap screws and nuts...and BIG PROFITS, too! A Complete FAST-TURNOVER stock in an all-steel cabinet, all sizes identified in the cabinet.

Easy Inventory and Stock Control! All NET Selling Prices! Full Stock! Write us, or ask your distributor for full details and prices on

The NEW "FASTENER CHEST" by LAMSON

THE LAMSON & SESSIONS CO., CLEVELAND 2, OHIO



LAMSON & SESSIONS

FASTENERS OF QUALITY

THROUGH QUALITY DISTRIBUTORS

are beyond salvage. In all such transactions it is advisable to follow a rigid policy. The successful trade-in dealer makes a fair appraisal, a quick, firm offer and does his best to turn the used goods the same day. In all cases, trade-ins should be an allowance on the purchase of new equipment. Outright cash purchases of second-hand equipment should be judiciously side-stepped, except in remote instances.

A planned, comprehensive program of buying, selling, trading and repair makes up a gun department. These are basic elements that can be put on paper.

The personal touch is the intangible difference between one gun shop and another. This comprises display, atmosphere and personality, both of the physical set-up and of the personnel handling it.

Assuming that all shops and dealers operate on the one-price plan, as is necessary in selling fair-traded items, the difference in sales would be determined by the extent and type of service rendered to sportsmen. Extensive advertising, expensive fixtures and elaborate displays will go the way of smokeless powder residue if they are not strongly supported by personalized service and personal interest.

In guns and in dealing with shooters and hunters, personal interest is the greatest strategic play in salesmanship. It is the deciding factor that puts the bird in the bag, whether you use a double or autoloader, full choke or cylinder bore.

CONVENTION DATES

Alabama Retail Hardware Association, annual convention and trade show, May 17-19, 1950. Headquarters, Tutwiler Hotel, Birmingham, Ala. Secretary, Mrs. Euna G. Ramsey, 509 N. 19th St., Birmingham, Alabama.

Arkansas Retail Hardware & Implement Association, annual convention, Feb. 13-15, 1950. Headquarters, Hotel LaFayette, Little Rock, Ark. Secretary, A. W. Porter, Hotel LaFayette, Little Rock, Arkansas.

Hardware Association of the Carolinas, annual convention June 13-14, 1950. Headquarters, Hotel Geo. Vanderbilt, Asheville, N. C. Secretary, Mrs. Sally C. Masten, 118½ E. Fourth St., Charlotte, N. C.

THIS BOND PAYS OFF



Every DAY!

It's easy to form a permanent and profitable bond with woodworkers in your neighborhood. Hobbyists, homeowners and handymen... everyone who works with wood... needs and wants Weldwood Glue.

They'll buy it where they find it. They'll return for it again and again. And they'll make *your* store headquarters for *all* their hardware needs.

HERE ARE 6 GOOD REASONS WHY WOODWORKERS WANT WELDWOOD GLUE

1. Mixes quickly and easily with cold tap water.
2. Spreads smoothly and easily.
3. Sets fast! Joints can be light-worked a few hours after clamping.
4. Tremendous strength... joints are stronger than the wood itself.
5. Stain-free and moisture-resistant.
6. Bacteria- and rot-proof.

Stock Weldwood Glue in 15¢, 35¢, 65¢ and 95¢ size cans. Order from your jobber. Write us for dealer plan and name of nearest wholesaler.



Display this carton of Weldwood Glue where customers can see it... and buy!

WOODWORKERS WILL ALSO WANT THESE TWO POPULAR PRODUCTS

Firzite



A specialty pre-finishing material to be applied over fir plywood or other soft woods. Available in white and clear, Firzite seals the wood pores... kills unsightly wild grain... virtually eliminates checking and grain raising. Used as an undercoat for stain, paint, or enamel, it dramatically improves the final finish.

Satinlac



Recommended as a simple, inexpensive material for the proper finishing of Weldwood Hardwood Plywood and similar woods. It is a clear coating which is easily applied. It produces a durable, attractive finish; brings out all the natural beauty of the grain. Does not darken or yellow with age.

Write for more details on FIRZITE and SATINLAC

UNITED STATES PLYWOOD CORPORATION

Industrial Adhesives Division, Dept. 546
55 West 44th Street, New York 18, N. Y.

WELDWOOD PLASTIC RESIN GLUE

SOUTHERN HARDWARE for FEBRUARY, 1950



● APPEARANCE!

● ACTION!

● SALES!

Proven Fish Catchers Made by the World's Foremost Makers of Jointed Lures

L & S Lures sell themselves when displayed. Four sizes available in assorted colors and patterns, sinking and floating models. Indestructible plastic bodies.

FAIR-TRADED AT WHOLESALE AND RETAIL LEVELS

Stock the Complete Line

L & S PIKE-MASTER	4 in. 1.40
L & S BABY CAT	3 in. 1.25
L & S BASS-MASTER	4 in. 1.25
L & S PANFISH-MASTER	4 in. 1.40
L & S TROUT-MASTER (SALT WATER LURES)	4 in. 1.10 3 in. .75

SOLD THROUGH JOBBERS ONLY

Nationally Advertised

IN THE FOLLOWING PUBLICATIONS
Outdoorsman Fur-Fish-Game Sports Afield
Gain' Fishin' Outdoor Life Field & Stream
Hunting & Fishing Texoma Holiday



L & S BAIT COMPANY, INC.
BRADLEY, ILLINOIS

Clinton HARDWARE CLOTH

First in '56 and still "tops"

Clinton Hardware Cloth was the leader in the field when, in 1856, the first wire-weaving power looms were invented in our Clinton plant. And today Clinton Brand is still a leader in sales and tops in quality.

Clinton Hardware Cloth is hot galvanized after weaving to insure greater strength at intersections. It is rust-resisting, uniform in mesh and width, unrolls flat, and is easy to handle.



Clinton Hardware Cloth is made in accordance with U. S. Dept. of Commerce Standard CS 132-46 and is furnished in widths of 24", 30", 36" and 48". Supplied in steel-banded rolls of 100 ft. Standard meshes—2x2, 3x3, 4x4 and 8x8.

The wide field of usefulness of Clinton Hardware Cloth will pay off in added sales, increased profits and satisfied customers. Order a supply from your jobber and give it a prominent spot in your store.

Other famous Wickwire Spencer Hardware Products include: Gold Strand Insect Wire Screening, Clinton Hex Mesh Nettings, Clinton General Purpose Welded Wire Fabric, Perfection Door Springs, Nails and Brads, Wissco Clothes Line.

**WICKWIRE SPENCER STEEL
AMERICAN WIRE FABRICS CORP.**

500 FIFTH AVENUE, NEW YORK 18, NEW YORK
Boston • Buffalo • Chicago • Denver • Detroit • Ft. Worth • Philadelphia
Pacific Coast Subsidiary—The California Wire Cloth Corporation, Oakland 6, Cal.



Florida Retail Hardware Association and Georgia Retail Hardware Association, annual joint convention, May 22-23. Headquarters, Hotel George Washington, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Louisiana Retail Hardware Association, annual convention, March 20-21, 1950. Headquarters, Heidelberg Hotel, Baton Rouge, La. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippi.

Mississippi Retail Hardware Association, annual convention, June 5-6, 1950. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippi.

Missouri Retail Hardware Association, annual convention and trade show, March 7-9, 1950. Headquarters, Jefferson Hotel, St. Louis, Mo. Secretary, Louis C. Kreh, 1189 Arcade Bldg., St. Louis, Missouri.

Oklahoma Hardware & Implement Association, annual convention and trade show, Feb. 7-9, 1950. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, R. K. Thomas, 711 Wright Bldg., Oklahoma City, Oklahoma.

Tri-State Hardware & Implement Association, to be announced.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association, annual joint convention, Cincinnati, Ohio, April 3-6, 1950. Headquarters, Netherland Plaza Hotel. T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., managing director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, New York, secretary, AHMA.

Tennessee Retail Hardware Association annual convention, Feb. 20-21, 1950. Headquarters, Noel Hotel, Nashville, Tenn. Secretary, Morris Jones, Box 784, Nashville 2, Tennessee.

Virginia Retail Hardware Association, annual convention and trade show, March 21-23, 1950. Headquarters, Hotel Roanoke, Roanoke, Va. Secretary, G. T. Omohundro, Jr., Scottsville, Virginia.

West Virginia Hardware Association, annual convention and trade show, March 13-15, 1950. Headquarters, Greenbrier Hotel, White Sulphur Springs, West Va. Secretary, James C. Fielding, 1628 McClung St., Charleston, West Virginia.

BUSINESS TRENDS *and* PRICE CHANGES

High Level of Business to Continue in 1950 . .

DESPITE strikes and the brief down-turn in business activity in mid-year, 1949 is being written off as a good year.

The up-surge in business activity during the last quarter brought predictions from some economists that the first half of 1950, at least, would continue on a high plane.

Now some are going further, predicting that all of 1950 will be a good year, at least equal to if not better than 1949.

For one thing the nation's population will be some two million over 1949, adding to the demand for goods and services. The money supply will be large and the government will spend at a record peace-time rate, probably exceeding 50 billions. Some taxes will be lowered or eliminated (excise taxes on some luxury items) and farm prices will continue to be supported by the government.

Most important, perhaps, is the rising market for stocks. With venture capital available, business can expand, creating more jobs which in turn mean more production and more purchasing power.

Specifically, some observers expect an even higher rate of industrial production with an accompanying rise in employment (to about 61 million) and personal income.

There will probably be no great decline in prices. The recent increase in steel prices and the continued high cost of production will prohibit this. However, it is believed that wholesale prices and the cost of living will show a slight decline.

Parity Ratio at Lowest Point Since 1941 . . .

FOR THE first time since November 1941, the Parity Ratio (ratio of prices received by farmers to prices paid, interest,

and taxes) at 98 fell below 100 on December 15, according to a recent report from the Bureau of Agricultural Economics.

The lower parity ratio was reported "as largely the result of a 3 point drop in the level of prices received by farmers. The prices received index fell to 236, the lowest point in 1949. Poultry and eggs, meat animals, cotton, and truck crops led the decline. Somewhat higher prices were received for grains and hay."

No Decline Foreseen in Retail Trade . . .

AS THE result of the buying rush during the Christmas season retail sales in December were on a high plane. Department store sales rose more than 5 percent over November and were less than 4 percent below a year ago.

Generally, retail trade for 1949 was a little under 1948 as families spent fewer dollars for goods, their income going more for rent, travel and other services.

But the outlook for 1950 is bright. Some observers say that retail trade will approach the 1948 level of nearly 130 billion dollars. The market for automo-

biles is expected to remain strong with perhaps an expanded market for appliances, home furnishings and clothing.

Farmer's Position to Remain Strong . . .

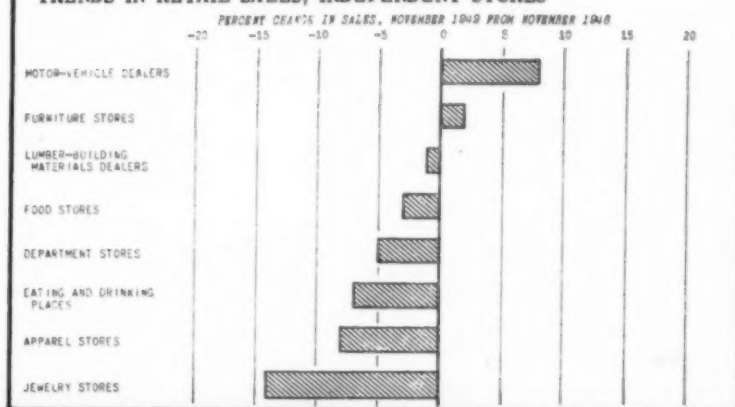
SOUTHERN businessmen serving the farm market reasonably can expect another profitable year in 1950. It's true that farm markets are past their peak. Prices of all products the farmer sells are down about 20 percent from their all-time high, and the Department of Agriculture expects a further decline of as much as 10 percent. But government price supports will continue.

Then too the farmer's net income has not declined as greatly as his gross. Better farming practices and more machines have given the farmer a greater share of gross income as net.

Net farm income may drop down to around \$12½ billion dollars in 1950 (a dip of 10 percent in prices) but that is still anywhere from 50 to 100 percent higher than cash receipts prior to the war.

The farmer still will have ample dollars to spend. But he will spend more cautiously.

TRENDS IN RETAIL SALES, INDEPENDENT STORES



From U. S. Dept. of Commerce Monthly Report

HARDWARE Industry NEWS

Lowe Bros. Promotes Three Sales Members

The Lowe Brothers Company, paint and varnish manufacturers, Dayton, Ohio, announce the promotion of three men in its sales division.



R. L. McPherson

R. L. McPherson, formerly assistant sales manager, has been appointed general sales manager, succeeding L. L. Anderson, who has resigned. Mr. McPherson joined The Lowe Brothers Company in 1932 as a salesman and later served as district sales manager and district manager in the company's central district, before being made assistant sales manager in 1945. As general sales manager, he will direct the sales and merchandising of all Lowe Brothers trade sales, industrial, painters and maintenance paints throughout the United States.

The duties formerly performed by Mr. McPherson will be handled by W. C. Rhodes, former southern district manager. Mr. Rhodes will become trade sales manager in the company's sales division. He has been with The Lowe Brothers Company since 1932 and served as salesman, district sales manager and district manager in the southern district, prior

to becoming general sales manager.

Named to fill the post of southern district manager is T. H. Hollimon, formerly district sales manager under W. C. Rhodes. Mr. Hollimon has been associated with The Lowe Brothers Company since 1939 and served in the capacity of salesman, branch manager, Pacific Coast division manager and district sales manager before his present advancement.

Jack Williams, Arkansas Executive, Passes

Jack Williams, 38, executive vice president of Williams Hardware Company, Fort Smith, Arkansas, died at his home on December 2, after an illness of ten months.

Mr. Williams has been connected with the company for 19 years, having started in the stock room at the age of 19. During the war he served as pilot in the Naval Air Force in the South Pacific and was discharged with the rank of lieutenant.

Survivors include his widow and twin sons, age 18 months.

Reynolds Metals Names Brownlie to New Post .

Duncan A. Brownlie has been appointed industry manager of Reynolds Metals Company, Building Products Division, according to an announcement by W. G. Reynolds, vice president. Mr. Brownlie has been regional manager for the Building Products Division on the West Coast, with headquarters at San Francisco.

Before joining the Reynolds organization in 1947, Mr. Brownlie was employed by Sixth Army Engineers as secretary of regional review board to coordinate postwar construction plans. While in the army prior to that time, Major Brownlie served as assistant chief of opera-

tions, water division, San Francisco Port of Embarkation. He holds a reserve commission and is classified as an industrial engineer.



D. A. Brownlie

For 12 years prior to his army service, Mr. Brownlie had extensive experience in building products sales and distribution with the Johns-Manville Corporation. During the latter part of this period he was special representative for the company in the Northwest.

Charles F. Rockwell, Past AHMA Secretary, Passes

Charles F. Rockwell, long-time secretary-treasurer of the American Hardware Manufacturers Association, who resigned from that office about a year ago, died on December 26. It is understood that Mr. Rockwell had been in failing health for several months.

Mr. Rockwell was born on April 26, 1878, in Meriden, Conn., the son of the late Louise Taylor and William F. Rockwell. After completing his education in the local schools and Wesleyan University, he went to work for the Miller Bros. Cutler Co. in Meriden. Upon the death of his father

★ **MARSHALLTOWN TROWELS** ★

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA





THE *Original*
GREEN Glass Fiber Rods

TIGERGLAS HOLLOW FISHING RODS

Give your customers a lifetime of fishing pleasure with the amazing new Tigerglas "tip action" rods. Living up to the name, Tigerglas hollow construction combines glass fibers' lightness and strength with a tiger's smooth action and fighting power. A complete line of Tigerglas rods is available NOW. Don't delay — order now and insure fast turnover and greater profits.

\$22.25 to \$52.00

RETAIL

Fully guaranteed.

The Finest!

- **Hollow Construction**—keeps fibers free for action.
- **Tip action**—longer, more accurate casts with less effort.
- **Green, glass hard, finish**—protects the fibers and prevents annoying sun glare.
- **Completely Handmade**—skilled rodmakers give you "custom built" quality.
- **Impervious to weather**—permanent set, warpage, or deterioration.

Nationally Advertised

Look for the Tiger-head seal—it means greater satisfaction for your customers and more profits for you.

Also makers of the famous
TWO-TIMER LURES
"Twice the Fish"

WRITE FOR FULL INFORMATION
SAN LUCO, INC. 846 State Street
San Diego, California

National Lock's new no. 150

DISPLAY BOARD AND ASSORTMENT



New 4-Star Feature

- ★ **FORGED BRASS HARDWARE**
 - ★ **NEW TYPE CONCEALED HINGE**
 - ★ **BEAUTIFUL CONCAVE KNOBS**
 - ★ **SMART DIE-CAST HANDLES**
- OTHER FAST-SELLING ITEMS**

Here's one complete deluxe board to replace several other boards. Only 21" wide, it saves counter space... makes space more profitable. Assortment reduces inventory while providing all major cabinet hardware items. Appeals to those who want the finest.

Superlative Quality

Items in this assortment have been carefully selected as the ultimate in National Lock quality. They're designed to sell and sell again. Open stock, if desired. Ask your jobber about the profitable "150".

DISTINCTIVE HARDWARE
ALL FROM 1 SOURCE



NATIONAL LOCK COMPANY
ROCKFORD • ILLINOIS
MERCHANT SALES DIVISION

in 1901, he assumed management of the Company and continued in that capacity until the company was liquidated in 1926.

Mr. Rockwell joined the American Hardware Manufacturers Association on May 1, 1926, succeeding the late Frederick D. Mitchell as the Association's secretary. At that time the Association had an active membership of approximately 275. Upon his retirement 22-odd years later, the member-

ship totaled over 400 and, due in large part to his guidance, the Association's conventions are now among the most important industry meetings held in this country.

Cross Succeeds Knouse as Stanley General Manager

R. E. Pritchard, president of The Stanley Works, recently announced

the retirement of Lucious M. Knouse, vice president of The Stanley Works and general manager of Stanley Electric Tools. Mr. Knouse, a veteran of 46 years of service with the company, is succeeded by Staphen H. Cross, named general manager of Stanley Electric Tools.

Mr. Cross is a native of Peabody, Mass., and a graduate of Darmouth College and the Tuck School of Administration and Finance. In 1929, he joined the Stanley organization as

FLEMING'S
Wallrite

DECORATED
BUILDING PAPER
for
BEAUTIFUL WALLS



TACK IT or PASTE IT

There's a bright beautiful Wallrite Design
for every room in the house

Choose Beauty from Eight Beautiful
New Wallrite Designs

Manufactured Exclusively by

FLEMING & SONS, Inc.
Dallas, Texas



L. M. Knouse



S. H. Cross

a member of the cost department. In 1930, he was transferred to the electric tool division, where he has handled cost accounting and other positions of responsibility.

Tate Succeeds Lewis as Camillus President . .

Alfred B. Kastor, chairman of the board of directors of Camillus Cutlery Company, has announced that Ralph H. Tate, a retired brigadier general of the U. S. Army, has been elected president of the company and a director of the board.

Mr. Tate succeeds G. F. Lewis, who has been president of the company since 1944 and who recently resigned.

General Tate was retired from the regular army in July, 1947.

New Hacksaw Blade Is Unbreakable in Flame

Star Molyflex, a new shatterproof hacksaw blade described as unbreakable when used in a flame, has been developed by Clemson Bros., Inc., of Middletown, N. Y.

The blade is said to have the flexibility of a Star Unbreakable Special Flexible, plus the cutting qualities of a genuine Star Moly High Speed, it was announced.



In the least favorable test performance, Molyflex blades averaged a total depth of cut of 6.42 inches, 23.5 percent more metal cut than the 5.20 inches averaged by all of the other flexible high speed brands combined, it is claimed.

Star Molyflex blades are available in all hand sizes and pitches. They are overall copper color, and have specifications printed in green.

Chicago Lock Offers New Padlock Merchandiser .

Chicago Lock Company is offering its dealers a new padlock merchandiser, made of a thermo-plastic, deeply embossed, and finished in white and red, with a deep blue background to set off the padlocks in an effective manner.

The display is available to Chicago Lock dealers, at no extra cost, with an assortment of popularly priced Chicago padlocks. Further details may be obtained from the Chicago Lock Co., 2024 N. Racine Ave., Chicago 14, Illinois.



**Completely New . . .
Different, and Better . . . Popular In Price
. . . and**



● Here's the first new idea in Thermic jug design in years . . . the strikingly handsome and supremely practical new Sportsmaster! It's lower and wider . . . easier to stow away . . . harder to tip over. Sturdy, steel outer case with beautiful, baked-on Sandstone color enamel finish, encloses low K-factor cork insulation and aluminum inner-stopper for maximum efficiency. Two-coat white porcelain-enameled steel inner-liner is acid-resisting, easy to clean. Offered in three models, it's deluxe through and through, yet priced right. And it's backed by consumer advertising in three leading, national publications! Write us now for full details!

Three Other Great Lines Give You the Only Complete Coverage of Every Need and Price Demand!

★ NEW, 1950 *All American*

This leading, quality line now offered with all aluminum accessories anodized, plus baked-on enamel finish in lustrous, satin-silver. Yes, quality is even higher . . . and prices are lower. Offered in 6 models and 2 series of liners, A and G.

SERIES A—Anodized Aluminum Inner-Liner
SERIES G—Gray, Porcelain-Enameled Steel Liner



★ NEW, 1950 *Champion*

In the ever popular vitreous, stoneware liner, the profitable, fast-selling Champions are still tops! The 1950 line has handsome, baked-on blue enamel finish, lighter weight, and lower prices. Offered in 5 models.

See your jobber or write factory for references for our New 1950 Catalog on these Famous, Money-Making Thermic Jugs

METAL INDUSTRIES, INC., INDIANAPOLIS

SSIRCO to Distribute Reynolds Mill Products

Southern States Iron Roofing Company has been appointed a distributor of Reynolds Lifetime Aluminum Mill Products and Architectural Shapes. The company will stock sheet, plate, rod, wire, bar and shapes in a wide range of sizes, thicknesses, alloys and tempers, according to the announcement.

The sales area of the new distributor includes the 13 southeastern states which are blanketed distribution-wise by 14 branch warehouses. General offices of the company are in Savannah, Georgia.

NEW PRODUCTS AND SALES PROMOTION MATERIALS

Noll Fly Tying Kit for Experts and Beginners

H. J. Noll, Doylestown, Penn., announces the availability of a new Fly Tying Kit.

The kit comes complete with 28 packages of material and hooks, including vice. All material is carefully selected and assembled, and is

enough to tie hundreds of flies, according to the company.

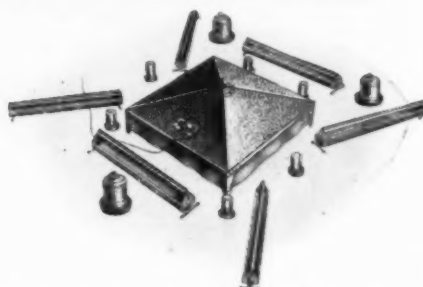


Noll's complete deluxe kit is being packed in a new, modern box, and is now ready for delivery. This kit, while built for experienced fly tiers, comes complete with a booklet on fly tying by H. J. Noll, in order to serve the beginner, as well as the expert.



*This Display Rack
Sells Equipment, but
OAKES Dealers Say—*

**"A Floor Display Shows
the Ideal Set-Up and**



*This Floor Display
Shows Set-Up of
OAKES Balanced
Unit for
300-350 Chicks*

1. No. 750 Electric or No. 1560-G Gas Brooder
6. No. 448 Chick Feeders
6. No. 3942-W Broiler Troughs for use after first 5 weeks.
3. No. 503 Waterers (3 gal.)

**Pays Ample Dividends
in Increased Sales"**

More and more dealers who have given floor space to set up an OAKES Unit Display as suggested above, tell us that it has resulted in increased sales.

Such a display prompts the asking of questions that lead to a purchase that may not have been in the customers mind when he came in.

We cannot stress too strongly the importance of your recommending to every poultryman that he get acquainted with OAKES M. I. Plan. Knowledge of this plan has helped thousands of poultrymen prevent waste, lessen labor, improve efficiency and increase profit.

Promotion of OAKES M. I. Plan will result in profit to yourself, satisfaction and success to your customers. Keep OAKES M. I. Plan free booklets handy. If you are out let us send you a supply.

OAKES BALANCED UNIT FOR 100 LAYERS

3. No. 860 5-ft. Flock Feeders
1. No. 948-E Never Dry Waterers
2. No. 580 10-Hole Metal Nests
1. No. 47 Grit Box.



THE OAKES MFG. CO., BOX 164-D TIPTON, INDIANA

Johnson Introduces New Copper Finished Spoons

A new line of Silver Minnow, Silver Minnow Triple Hook, Capar and Sprite spoons, with a polished copper finish, has been announced by R. B. Mortensen, president of the Louis Johnson Company, Highland Park, Illinois.

The new spoons are designed for use in sand bottoms and dark waters, places where the bass or gold finished spoons have heretofore been used. All shapes of the spoons are forged from solid copper and highly polished.



The spoons are available in all five regular Silver Minnow sizes, and in all sizes of the weedless and non-weedless Silver Minnow Triple Hook, Capar and Sprite spoons. Specifications and prices are identical to those of Johnson's regular items.

Husky Ike Lure, in Five Colors, Now Available .

The Kautzky Manufacturing Co., Fort Dodge, Iowa, has announced the immediate availability of the new No. 4 Husky Ike, larger companion to the Lazy Ike line.



The Husky Ike has a wood body $3\frac{1}{2}$ inches long and is in the $\frac{5}{8}$ -ounce class. It will be produced in the five colors that are most popular in the Nos. 1, 2 and 3 Lazy Ike class.

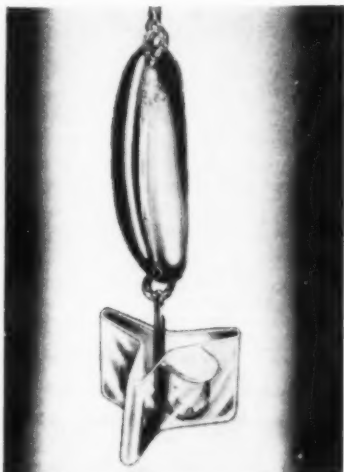
In the new product, the manufacturers claim to have retained the perfect minnow action, whether the retrieve is fast or slow.

Plastic Scabbards Protect Hooks, Eliminate Injuries

Plastic hook scabbards said to cover and hold treble fishing hooks firmly and safely, and yet remove easily for quick use, have been introduced by Williams Gold Refining Co., Inc., 2978 Main St., Buffalo 14, N. Y., manufacturers of a complete line of pure gold and silver plated lures and fishing accessories.

The hook scabbards, designed to cover practically any size of treble hook, permit a fisherman to safely carry his favorite lures in his pocket, or to carry "rigged" line, ready for use, without fear of hook injury to hands, face or body—and without snags in clothing.

Made of plastic, the scabbards protect barbs from dulling, bending or rusting, and are transparent enough to show the size of the hook, without removing the scabbard.



"... it's awfully good netting of course, but I think Pa overdone it a little."

Cortland BRAND WIRE NETTING

No matter how much—or how little—they use, your customers will like Cortland Brand Wire Netting. And that means more sales—and more profits—for you.

Cortland Brand's outstanding features—its heavily galvanized finish . . . easy handling . . . uniform mesh . . . and extra strength—have made it a profitable, best-selling netting. Made from finest corrosion-resisting, open-hearth steel, it meets U. S. Department of Commerce, National Bureau of Standards' specifications.

CHECK your stock . . . then order CORTLAND Brand Wire Netting today.

HEXAGON POULTRY NETTING Available in 1", 1½" and 2" mesh. 20 gauge wire. Standard widths—12" to 72". Furnished in bales of 150 linear feet. Galvanized before or after weaving.

ANIMAL PEN NETTING Heavy grade hexagon netting galvanized after weaving for heavy duty purposes. Includes Fox, Mink, and Crab-Pot Netting. In ¾", 1", 1½", 2" and 3" mesh. Wire gauges from 14 to 19. Standard widths from 12" to 72" and in rolls of 150 linear feet.

HARDWARE CLOTH Standard and heavy grades. Uniformly woven, heavily galvanized and available in standard widths and meshes. In 100 linear foot rolls. Also All-Welded Wire Cloths in ½", ¾" and 1" mesh.

Cortland BRAND
WIRE SCREENING • NAILS & BRADS • HARDWARE CLOTH

WICKWIRE BROTHERS, INC.
Cortland, N. Y.

HOLD-E-ZEE

The Original •
Automatic Grip
SCREWDRIVERS

*Move Faster -
Satisfy Better!*

... and here's why:
Features are outstanding. Promotion is steady and right! Reputation is nation-wide ... and quality, from hand-ground chrome-vanadium bits to unbreakable, insulating handles is unsurpassed!

ORDER
THRU
YOUR
JOBBER!

Pat'd.

*New
Models*

FOR BOTH
TYPES OF
RECESSED
HEAD SCREWS



NATIONALLY
ADVERTISED in

- The Saturday Evening Post
- Collier's
- Popular Mechanics
- Popular Science Monthly

POINT-OF-SALE
Display
IN 4 COLORS
ASK YOUR JOBBER

UPSON BROS. INC.
ROCHESTER 4, N. Y.



Lone Star Aluminum Boat Line Expanded

The Lone Star Boat Mfg. Co. of Grand Prairie, Texas, has announced its new and expanded line of aluminum boats for 1950. Fifteen models, ranging from 8'9" to 16'4" in length, with beams from 32" to 61", are now being shown hardware and sporting goods dealers.

The line includes a dinghy or duck boat, a canoe or pirogue, flat bottoms from 12' to 16'4". Retail prices will range from \$95.00 to \$450.00, with the majority at popular prices.

Lone Star boats are constructed of heavy gauge, high tensile strength aluminum and features such as welded flotation chambers are on all models for safety.

Cold Process Gun Blue Announced by New Method

A cold process gun blue, said to require no heating or special equipment other than cotton swabs and emery cloth, is announced by the New Method Mfg. Co., Bradford, Pennsylvania. It is said to contain sufficient chemical to restore the finish to five guns. Not a paint or a lacquer, it is a mild chemical that will not injure the finest steel, New Method announced. Price is \$1.00.

The New Method Manufacturing Company has been manufacturing its gun blue for more than 25 years. The process has been accepted by outdoor men and has the approval of the National Sportsmen's Research Institute.



Surefire Hunting with Cutts Compensator

A natural for shotgun
shooters — priced to sell

The Comp provides choke tubes for all hunting conditions • Smooth tubes give consistent patterns • 2 chokes closer than full choke (12 ga.) • 1 choke more open than full cylinder (12 ga.) • Large recoil reduction means accuracy • Shot column travels undisturbed by wads • No side blast affecting other shooters • You'll be a satisfied shooter with the Cutts Compensator.

SEND FOR COMPLETE INFORMATION ON LYMAN PRODUCTS FOR SHOOTERS

LYMAN GUN SIGHT CORP.
Middlefield, Connecticut

The Saw of *tomorrow* Here Today **SANDVIK 280**

A totally new and different saw —
the Saw of Tomorrow. A new standard by which
to judge the other saws, now on its way
in steadily increasing quantities.
From its extremely keen and lastingly sharp
Swedish Steel blade, its truly professional balance
and "feel", to the sheer beauty
of its mirror polished finish,
the **SANDVIK 280** is incomparable.



You will be proud to offer your customers the **SANDVIK 280**, the saw your customers are proud to own.

SANDVIK
SAW & TOOL CORP.
47 Warren Street, New York 7

To Help You Sell More



**SWEDISH WOOD CHISELS
WITH PLASTIC HANDLES**



Exclusive Plastic Coating

Prevents rust and chipped cutting edges. Strips off easily when ready for use. Every tool remains in perfect condition for greater customer satisfaction. Only Gensco Chisels offer this advantage.

Truly fine chisels with Swedish steel blades, tempered and hand honed. Tanged butt for long service. Beveled edges for straight cutting. Unbreakable amber plastic (machined) handles.

NEW LOW PRICES

All this extra merchandising value plus new low prices to help you do a greater chisel business.

NEW PACKAGING

Designed for convenient display and stocking.



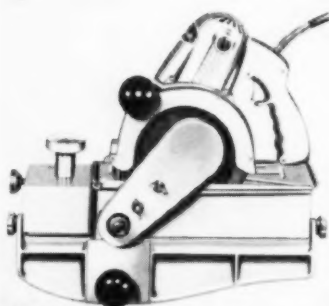
**WRITE FOR LITERATURE
AND NEW PRICES**

GENSCO TOOL DIVISION

GENERAL STEEL WAREHOUSE CO., INC.
1806 North Kostner Avenue, Chicago 39, Illinois

**Portable Planer-Saw Is
Added to Cummins Line**

A 4-inch planer, said to be quickly convertible into a 6-inch portable saw, is the newest addition to the Cummins family of portable tools. According to the manufacturers, the planer does a fast, accurate job of surface planing, door planing or bevel planing, and planes with or across the grain, leaving a smooth chatter-free finish.



Adjustment for depth of cut (to 3/16-inch in wood) is described as accurate and easy. Bevel attachment has a safety guard designed to protect the operator from the cutter head. The unit weighs 20 pounds.

Full information is obtainable on request to Cummins Portable Tools, Division of Cummins Business Machines Corp., 4740 Ravenswood Ave., Chicago 40, Illinois.

**1950 Lumite Screening
Dealer Display Rack .**

A four-purpose Lumite display rack, which displays, dispenses, measures and cuts the woven saran screening in desired lengths, is announced by the Lumite Division of the Chicopee Manufacturing Corporation, to be available to dealers throughout the country.

Equipped with a Federal-approved measuring gauge, the modern screen rack is said to be a complete screen department in one compact unit. Holding six various size rolls in the upper part of the rack, and six rolls



in the convenient storage space at the bottom, the saran screening is listed in sizes of 24, 26, 28, 30, 32, 36, 42 and 48 inches, 100-foot rolls.

The price to dealers is \$19.95, f.o.b. Chicago, plus a minimum order of six rolls of Lumite screening.

**Permite Aluminum Enamel
In Aeropak Spray Can . .**

The Permite Paint Division of Aluminum Industries, Inc., Cincinnati 25, Ohio, is now packaging its Permite Chrome Finish Aluminum Paint in a 12-ounce size Aeropak Spray can.

With this freon propelled package, the user simply presses the valve located at the top of the can, and aluminum enamel is sprayed on the surface of the article in a smooth, brilliant coat. The aluminum enamel is said to be proper spraying consistency and will not clog as it passes through the nozzle. The paint is applied more evenly and with a thinner coat than is possible by brushing, it was announced.



Permite Spraying Enamel is described as a satin-smooth, chrome-like finish for use on all exterior and interior surfaces where the decorative effect of highly reflective aluminum is desired. It is claimed to have excellent hiding power on wood, metal, brick or concrete, to withstand heat up to 450 degrees, and to resist cold, moisture, steam, fumes, acids and other corrosive agents.

**Jacobsen Reduces Prices,
Expands Mower Line . .**

Jacobsen Manufacturing Company, manufacturer of power mowers, has announced reduced prices on all mowers, plus the addition of new models to its power mower line.

In the popular size group, Jacobsen now has five power mower models: 18, 20 and 22-inch Bantam, 20 and 22-inch Lawn Queen. In the larger models, Jacobsen offers the Estate 24, the 26-inch Lawn King and Park 30 with optional trailmowers and riding sulky for added capacity. Additional units include a power scythe, power lawn edger, two hand mower models, and a full range of power mower attachments.

SOUTH BEND OREN-O-MATIC FLY ROD REEL *for Perfect Line Handling*



AUTOMATIC • SILENT FREE STRIPPING

Here's the ideal companion for your favorite fly rod—the reel that is perfectly balanced, quiet as a whisper, thoroughly dependable! Strips freely even with the spring at full tension—retrieves up to 25 yards of line automatically. Automatic line brake prevents leader breakage and loss of fish. Use this reel just once and you'll know why it's the most popular automatic fly rod reel made.

Perfectly Balanced

...therefore, helps to keep rod in natural position and prevents canting.

TWO MODELS

No. 1130—\$10. Capacity 26 yards of D line, 30 yards G line; weighs 8½ ounces.

No. 1140—\$10.50. Capacity 34 yards of D line, 80 yards G line, weighs 9½ ounces.

FREE! NEW BOOK ON FISHING



"Fishing—What Tackle and When"—nearly 100 pages of helpful fishing tips, bait and fly casting instructions, fish records, fish pictures in color, tackle, etc. Write for yours now. FREE!

SOUTH BEND BAIT CO., 900 High St., South Bend 23, Ind.

SOUTH BEND

A Name Famous in Fishing

Tips on Tackle

by Hank Bruns

A good basic knowledge of bait casting reels is invaluable, if you are going to do an effective job of selling them. A reel is actually a rather simple mechanism that performs three functions: (1) stores line, (2) retrieves line and (3) pays out line during the cast.

The first two functions do not require much attention, assuming that the spool capacity is sufficient and that the gearing and level wind are well made and operate with a minimum of friction.

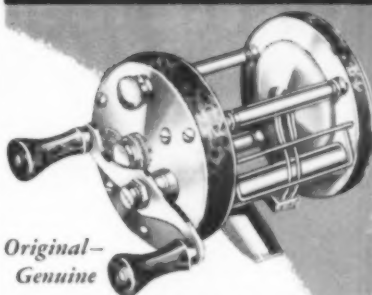
The manner in which the reel pays out and controls the line during the cast is all-important. The line is pulled off the spool by the lure as it is propelled forward. As the lure slows down at the end of its travel, the spool must slow down proportionately or it will release more line than the lure can carry out and backlashes will result.

Several types of mechanisms are used in reels to prevent backlashes. One of the most successful types is that used in South Bend's Level-Wind Anti-Back-Lash Reels. It consists of a built-in braking device actuated by a bail wire that rests on the casting line. The brake functions only at the end of the cast when the slack line permits the bail wire to drop. Brake tension is instantly adjustable for lures of different weights and wind conditions, or, it can be completely released. Incidentally, these are the original "anti-back-lash" reels and the name is a registered trademark. They have been made for nearly forty years and are exceedingly popular.

Another anti-back-lash control is the "Synchronized Action" mechanism used in South Bend's Perfectoreno Reels. It is very simple in operation and has built a big following for these reels among bait casters. Adjustments for weight of lure, wind and other conditions are made by turning the spool cap to attain the proper spool control.

Whatever type of reel you sell a customer, make an honest effort to sell him a reel that will give him a balanced outfit and serve him well in the type of fishing he plans to do. Sell him, without "over-selling" him, the best reel that he can afford and he'll get a lot more enjoyment out of his fishing. And remember, you can't go wrong by recommending a South Bend reel. (Advertisement)

More Fishing Fun with SOUTH BEND REELS

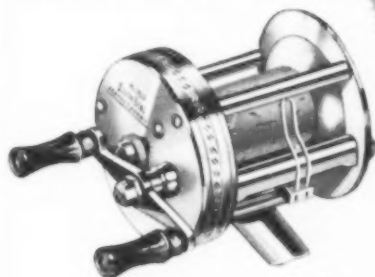


Original—
Genuine

LEVEL-WIND ANTI-BACK-LASH REELS

—fewer backlashes insure more fishing pleasure. Seven models—\$6.75 and up.

Illustrated above: Model 1250—\$25.



Famous
"Synchronized
Action"

PERFECTORENO REELS

Designed to increase casting skill and angling fun. Four models—prices \$10 to \$13.50. Illustrated above: Model 750—\$10.

South Bend reels make casting easier. They insure more fishing enjoyment for everyone by increasing casting accuracy and distance, reducing fatigue and backlashes to a minimum. They're built right...priced right...proved right by thousands of fishermen. Ask your local supplier to show them to you.

LEVEL-WIND (ONLY) REELS

Available in four casting models priced from \$4.50 to \$10.50. Two trolling models with or without star drag, 130-yard capacity—\$13.50 and \$11 respectively.

FREE! NEW BOOK ON FISHING

Nearly 100 pages of helpful fishing tips, bait and fly casting instructions, fish pictures in color, tackle, etc. Write for your copy now. FREE!



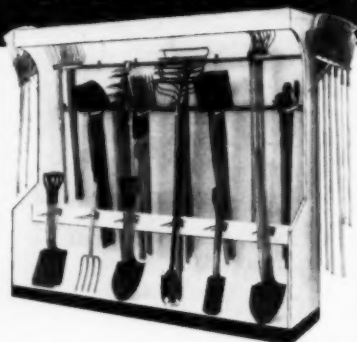
SOUTH BEND BAIT CO., 900 High St., South Bend 23, Ind.

SOUTH BEND

A Name Famous in Fishing

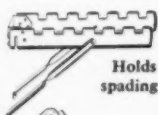
Rack Up More Sales • Rake in More Profits

with **REEVE Shure Sell**
TRADEMARK
**GARDEN TOOL
DISPLAYERS**



The new improved REEVE Shure Sell Garden Tool Displayers are being welcomed by hardware men everywhere as the most practical, economical and sales-producing advancement in garden tool displayers in the past 10 years!

Easy to Install . . . Last a Lifetime . . . Steel for Strength . . . Riveted Construction for Durability . . . Durable for Gleaming Beauty!



**SHOVEL
DISPLAYER No. 418**

Holds 6 long handled shovels, spading forks, cultivators, lawn edgers or similar tools.



**RAKE—PITCHFORK
DISPLAYER No. 420**

Holds 8 rakes or pitchforks in a neat step-down row.



HOE DISPLAYER No. 417

Slanted single bar with 8 slots for hoe display.



Flexible, Interchangeable

Items above are slotted for use on steel rails. . . Or may be screwed direct to wall. Displayer rails supplied as shown.

WOOD CABINETS ARE NOT FURNISHED

"D" HANDLE TOOL DISPLAYER No. 09



Used in pairs these steel brackets provide space saving displayers for posthole diggers, forks and other tools best displayed at floor level.

Send now for brochure giving full description.

Our New Catalog Just Off the Press!

Send for it today! Hundreds of new improved items from ticket holders to large display units.



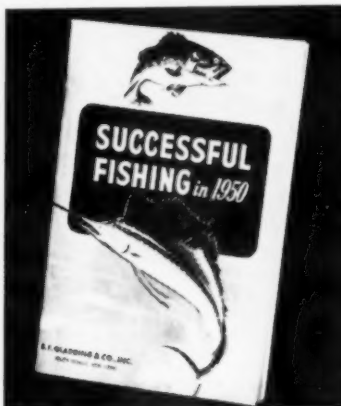
REEVE COMPANY

"Serving America's Retailers since 1913"

2222 S. Grand Ave., Los Angeles 7, Calif.

**Gladding Issues Booklet
On Successful Fishing .**

The B. F. Gladding Co., South Otselic, N. Y., has issued a new 32-page booklet, titled "Successful Fishing in 1950," containing practical hints for the angler.



There are pages describing the proper methods to be used for bait and fly casting, complete with illustrations showing how to hold a rod, how to develop the right wrist action in casting a plug or fly, how to prevent backlash, and how to reel in.

Joe Godfrey, widely known fishing authority, tells what size line or what pound test line should be used to catch various species of fresh and salt water fish. His table of recommendations covers 75 different kinds of fish, and specifies the pound test or number of threads required for successful fishing.

Gladding's booklet lists 12 things that should be done before storing or using a line to help prolong the life, and insure the dependability of a line.

A free copy of the booklet may be had by writing direct to the B. F. Gladding Co., South Otselic, N. Y.

**"Two for The Money"—
New Remington Film . .**

Merchandising for profit is the theme of "Two for The Money," new 16 mm sound motion picture now made available by the Remington Arms Company, Inc., Bridgeport, Conn.

The new film is the fifth in Remington's series of merchandising pictures, and the first to be done in Kodachrome. Directed to the hardware and sporting goods trade, the new picture emphasizes the importance of up-to-date store arrangement and appearance, business management and control, selective buying with brands that will do the best overall job, inventory control, completeness of stock, and effective merchandising, it was announced.

The film will be shown at the various trade association conventions and group meetings during 1950. For

a free booking, interested parties are advised to write direct to Remington Arms Company, Inc., Bridgeport, Conn.

**H-I Revamps Fishing
Tackle Sample Room**

Horrocks-Ibbotson Company of Utica, New York, has completely revamped its sample room of fishing tackle, greatly enlarging it and building an entirely new set of cabinets and fixtures for holding rods and reels.

A large view of the Atlantic Coast is reproduced as a mural in the room, adjoining a scene from the Rocky Mountains. There is a sample of each of the company's products in the room, with over 7,000 items shown.

**New Croaker Lure Has
Hopping Action in Use**

A new, plastic, frog-type game fish lure, manufactured by F. S. Burroughs Co., Inc., of Ledgewood, N. J., is said to be so realistic in appearance that, placed along side a live frog, it is difficult to tell the imitation from the real thing. Called the Croaker, the new bait is authentic, even to the frogskin crinkle finish of the lure, it is claimed.

The lure features a realistic, hopping action when in use. This is obtained through a patented, cup-like



You'll recognize this new Ta-pat-co buoyant vest as a sure-fire seller to fishermen everywhere. Attractive design, quality construction and moderate price make it a natural profit-builder.

Filled with new Java Kapok, covered with high quality drill and designed for arm-free casting and other activity, it fits all wearers regardless of size and is reversible for convenience in putting on.

It's one of a long line of Ta-pat-co outdoor and marine products. Write us or see your jobber for details.

The AMERICAN PAD & TEXTILE CO.

GREENFIELD, OHIO

CANADIAN BRANCH: CHATHAM, ONTARIO

YOUR STORE CAN PROFIT ON THE BIG DEMAND FOR

Bristol

THE HORTON MANUFACTURING CO.
BRISTOL, CONNECTICUT



Also
Makers Of
Bristol Golf Clubs

SOLID STEEL CASTING RODS • "ELECTROMATIC" REEL NYLON BAIT CASTING LINE



SOLID STEEL CASTING ROD No. 32, \$10.00 (including tax)

This solid steel casting rod has long been a national favorite. Comes in two lengths, either 4½', or 5', as your customers prefer. This rugged rod with sturdy guides has a salt water resistant finish. Its attractive appearance invites sales.



SOLID STEEL CASTING ROD No. 38—20, 24, 30-inch \$4.25 (tax included)—3, 3½, 4½, 5-foot—\$5.00 (tax incl.)

A very serviceable rod in the low price field. Made in lengths to suit all localities. Big seller.



"ELECTROMATIC" BAIT CASTING REEL \$22.00 (includes tax)

New in design. New in performance. Nothing like it. Helps improve casting accuracy, casting distance, practically eliminates backlash. "Electromatic" action keeps speed of the line *always* in step with speed of spool. A big feature to attract sales.



NYLON BAIT CASTING LINE 100 yds., 15 lb. test — \$2.60

A Bristol-quality, core-deep, water-proofed line made of du Pont Nylon. Durable in either salt or fresh water. Available in jet black, or light green.

SOUTHERN HARDWARE for FEBRUARY, 1950

sales
dynamite!
SPECTACULAR NEW

Glasscaster

SOLID FIBREGLASS
FISHING RODS!

amazing low price
opens door to greater
dealer profits

Here at last a perfected fibreglass rod that thousands of anglers have wanted . . . now at a price any of your customers can afford. A new technical process makes it possible to fuse thousands of glass fibres into one flexible, translucent, solid shaft to form one of the toughest substances known. Not wrapped, not cored, not hollow . . . but solid—a rod material with qualities superior to any other. Take a look at Glasscaster!

from
\$9.95
retail

- Cannot rot or rust under any conditions.
- Combines amazing brute strength with permanently live, sensitive tip action.
- Will not break under fishing conditions, which would snap bamboo or steel.
- Will not take a "set."
- Precision tapered Glasscaster blade is solid fibreglass (not cored or tubular) . . . has keyed ferrule for correct "locked-in" guide alignment.



CROSS SECTION shows thousands of Glasscaster's glass fibres as they are fused into solid, flexible shaft to form one of the toughest substances known. Guides are mirror polished, stainless steel. Windings genuine triple-twist silk — heavily lacquered for lasting wear.

WALTCO PISTOL GRIP . . . specially designed and balanced for minimum casting fatigue and maximum casting accuracy. Made of handsome polished aluminum and tenite.

Glasscaster Rods come in 3½', 4½', 5' and 5½' lengths . . . priced from \$9.95 to \$13.95. All rods have individual, heavy duty, fabric carrying case with reinforcing dowel.

NATIONALLY
ADVERTISED
IN ALL
LEADING
OUTDOOR
MAGAZINES

waltco products

2300 WEST 49th STREET
CHICAGO 9, ILLINOIS

JOBBER'S WRITE FOR CATALOGUE SHEETS AND COMPLETE INFORMATION

arrangement on the rear belly of the Croaker and three differently placed line attachments, giving the fisherman a choice of three types of surface action, from violent to a jumping, skipping motion.

The new lure is carded for display by the dealer and retails for 95 cents. Distributed through wholesalers, it is the first of an expanded line of tested lures to be marketed by the company this year.

.22 Caliber Mossberg Bolt Action Target Rifle

A new .22 caliber, bolt action, 7-shot target rifle, Model 144, has been announced by O. F. Mossberg & Sons, Inc., 131 St. John St., New Haven 5, Conn.



General specifications include: 26" heavy 13/16" round barrel with crown muzzle; target type beavertail stock of American walnut with high thick comb; built-up cheek piece; pistol grip and 1 1/4" swivels.

The unit is fitted with Mossberg's finest sighting equipment—No. S130

Microclick receiver peep sight—and with the No. S-106 hooded ramp front sight which has four fixed (but interchangeable) inserts: a wide post, narrow post, bead and aperture.

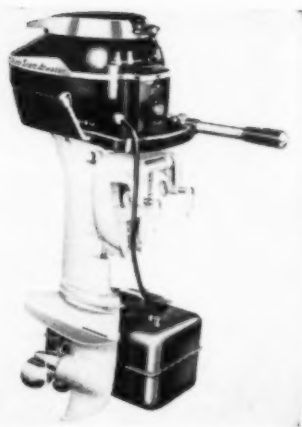
Receiver is grooved with dovetail on top to take Mossberg No. 4M4, 4-power telescope sight. The safety is thumb operated and has red and green safety buttons inlaid in stock. Length overall, 43". Weight, about 8 pounds.

Greater Power in Scott-Atwater Outboard Motors

The Scott-Atwater line of outboard motors has been expanded in horsepower, price range, and operating features for 1950, according to a recent announcement from the company.

With greatest horsepower is the new 1-30 Shift twin, a model of more than 15 h.p. with a separate fuel tank and steering handle control of both throttle and spark, which sells for \$349.50. Lowest in horsepower is the price leader 1-12, a 3.6 h.p. single to sell for \$99.50.

The new 1-30 Shift is an all-purpose motor which, according to Scott-Atwater engineers, has a high top speed for the racing fan, gives all-around performance on the family runabout, and can be throttled down to low speeds for the fisherman.



The 1-30 Shift, as well as all other Scott-Atwater Shift motors, will also have operating features in 1950 which were only on the 1-16 Shift, 5 h.p. model, last year. These features include a quick-acting carburetor drain, single knob control, and automatic fuel shutoff and air vent.

The Shift was first introduced on three motors of the Scott-Atwater line in January, 1949. It allows the motor to be run in reverse and neutral, as well as in the usual forward speed.

Russelure Casting Models With Color Jackets . . .

Russelure casting models, all-metal with the Russelure adjustable action, are electroplated in permanent, tarnish-proof aluminite finishes, in six colors: silver, gold, orange, green, red and black.



With the color jackets for these models, the fisherman is said to have all the advantages of six 2-color lures with one casting model and the set of six color jackets. With all six col-

NATIONAL HARDWARE WEEK Special EAGLE RULES *Win Again!* *On Your Counter!* **GET SET! GO!**



An EAGLE RULE for every purse and purpose. 1 1/2 dozen Display Packaged 6' Eagle Folding Rules with choice of regular or inside markings. 6 ROYAL EAGLE Rules at \$1.25 retail, 3 ALL-AMERICAN Rules at \$1.00, 3 COLUMBIA Rules at 85c, 6 ARROW Rules at 69c retail. Your wholesaler will feature this National Hardware Week Special. Be sure to order from him. Your cost only \$11.50.

EAGLE RULE MFG. CORP. NEW YORK 59, N.Y.

Here's a Fine Quality 12-Foot Bamboo Fishing Pole in 4 Sections



- To the Jobber or Dealer storage space is negligible.
- Users can tie a cord around it and lay in back seat of car.
- Available in 2, 3 or 4 joints.

How many times have your customers wished for a bamboo fishing pole that wasn't so long and unhandy? You can now supply them with fine quality poles in 2, 3 and 4 joints that can easily be carried in the back seat of their car . . . and at very little

extra cost. We are in position to give you benefit of direct import prices.

**JOBBER ONLY! ASK FOR DETAILED
OFFER TODAY**

ALBERTS & MOREL, INC.

79 WALL STREET

NEW YORK 5, N. Y.

We Offer Two Centuries' Experience

Strataflo

FOOT VALVES

CAN'T
LEAK

WITH THE FAMOUS
RUBBER POPPET

The finest idea in
Foot Valves for jet-type and
high lift water pumps ever
developed. Rubber Poppet
can't leak. Saves its cost in
service many times over.

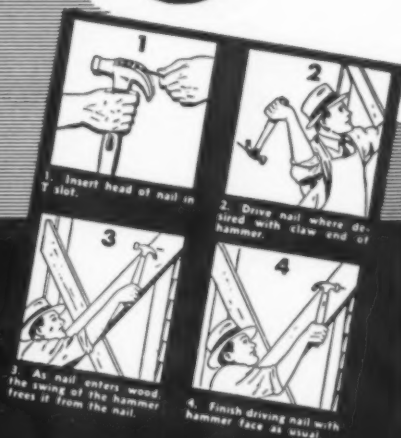
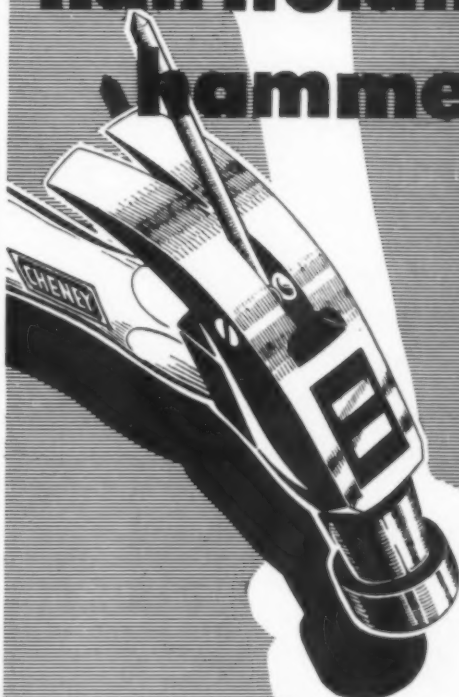
Noiseless
CHECK VALVES

All-position line Check Valves
with Rubber Poppets for cold water and
with Monel metal Poppets for hot wa-
ter, steam, air or gas. Ask for bulletin
No. 203.

Order from Your Jobber

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

CHENEY nail holding hammers



Sales
**JOHN H. GRAHAM
& CO., INC.**
105 Duane Street,
New York 5, N. Y.

SANFORD BROTHERS
Chattanooga, Tenn.

The Cheney Nail Holding Hammer is a high grade tool with the added exclusive feature of the Cheney Nail Holding Device. A quick, easy demonstration means a sure fire sale and a pleased customer.

Order today from your jobber.

ESTAB. 1836
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.

A sales builder
for your sports counter

NOR-SURF

BRAIDED NYLON
SURF or TROLLING LINE



Follow customer preference — stock NOR-SURF and watch profits climb! Its unexcelled smoothness and flexibility mean repeat sales every time!

ON TUBES—400, 500, and 1000 yards of this coreless, soft-braided Nylon Line that won't burn the fingers or throw a spray in the wind! Permanent Sandcolor ... made in Tests 24, 27, 36, 45, 54, 63, and 72 lbs.

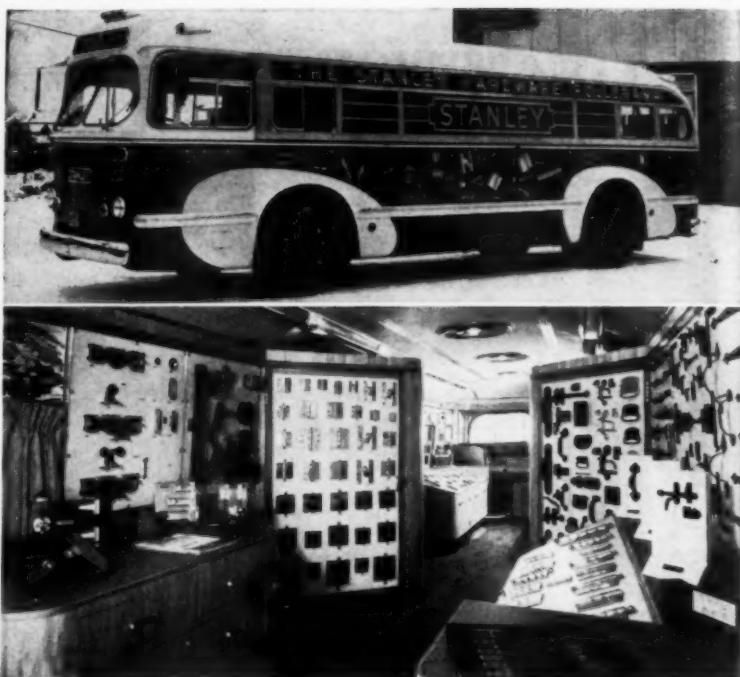
Long Life
Full Satisfaction
Easy Casting



... AND ON SPOOLS — packaged with 6 50-yard connected spools in a unit ... the same high quality ... made in the same Tests: 24, 27, 36, 45, 54, 63, and 72 lbs. No objectionable stretch, minimum wear from sand abrasion. Permanent Sandcolor.

ASK YOUR JOBBER SALESMAN

NORWICH
LINE COMPANY, INC.
The Line of Champions
NORWICH, N. Y.



ors in the casting models and the set of six color jackets, it is claimed that the fisherman will have all advantages of 36 different 2-color combination lures. The color jackets are easily attached or removed without the use of tools, and the casting models can be used either with or without the jackets, according to the manufacturer.

Russelure casting models come in three sizes—Model No. 1½, No. 2½, and No. 2¾ (model Nos. refer to length of Russelures in inches), and are the correct weights for casting without addition of any weights to the line.

Stanley Rollorama to Make Nation-Wide Tour

The diversified line of hardware products manufactured by The Stanley Works, will shortly be taken on a nation-wide tour of inspection for the hardware wholesalers and retailers of America in a specially constructed motor coach, it was announced recently by company officials.

Designated as the "Stanley Hardware Rollorama," the new mobile display coach will carry over 1300 sample items in the company's builders hardware line and will visit every city in the country and be displayed under the direction of specially trained factory representatives. The Rollorama is constructed on a standard, 36-passenger motor coach chassis with a modified body.

George P. Merrill, general sales manager of The Stanley Works hardware division, said, "The main purpose of the Rollorama is to assist the

entire hardware trade by bringing a completely stocked showroom directly to the dealers' doors. Aboard the motor coach, a dealer may examine

Are you letting this power flow over the dam?

Every year American manufacturers of brand name goods back up their products with a powerful stream of advertising messages.

Some retailers are astute enough to harness this tremendous power to their own sales turbines by letting it be known that the advertised brands can be had at their stores.

But others let this power flow over the dam without hitching their turbines to this mighty cataract ... and miss a big opportunity.

In addition to the fact that name products by famous makers outsell "unknowns" nine times out of ten, brand lines have other healthy effects on your balance sheet. For example:

1. Pre-sold by maker's advertising, well-known brands require less sales effort in the store.
2. Repeat demand levels off inventories and results in fewer markdowns.
3. Manufacturers with investments in public good will are quick to make adjustments on unsatisfactory goods.
4. Famous brand names have more compelling display value in your windows, and bring people into your store.

Why waste the business building forces of the advertising dynamo? Build a reputation as famous brand headquarters and ride the tide to greater volume.

Brand Names Foundation
INCORPORATED
A NON-PROFIT EDUCATIONAL FOUNDATION
119 WEST 57th STREET, NEW YORK 19, N. Y.

EMPIRE

Electric HOUSEWARES

A PROFIT LINE of Quality Products At POPULAR PRICES For Homemakers, Sportsmen, Children



Tastier Toast With An EMPIRE ARISTOCRAT Toaster

Makes toast that's always an even, golden brown—crisp on the outside, light and moist inside.

- Cool Ebonized Handles
- Underwriters' Laboratories Listed
- Designed for Long Service
- Flip of Door Turns Toast Automatically
- Flat Top to Keep Toast Warm
- Smart Styling — Lustrous Chrome Finish

No. 769, List: \$3.95

For More Flavorful Coffee, Feature the EMPIRE PERCO-DRIP



Coffee made without boiling in an Empire PERCO-DRIP is full-flavored, delicious. Starts perking in 40 seconds. Smartly modern styling. Designed for years of service.

- Brilliant Polished Aluminum
- Direct-Heat Emersion Unit
- Cool Thermoplas Handle
- In 5 to 9-Cup Sizes
- Fully Guaranteed, Underwriters' Laboratories Approved

No. 1801, 5 Cup—List: \$3.95
No. 1802, 9 Cup—List: \$4.75

EMPIRE HI-LO PIVOT-LITE



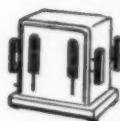
Every sportsman, motorist, vacationist, wants this brand new HI-LO Pivot-Lite. Two beams, at side and top, swing in a vertical arc from pivot in lantern base. Only lantern permitting use of both lights at same time. Stands, carries, hangs up—stays put at any angle. Comfortable bail handle. Throws brilliant

single or double light wherever wanted. Long-lasting battery and Mazda bulbs.

No. 870, List: \$4.35

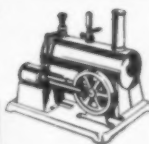


EMPIRE ELECTRIC HOUSEWARES



EMPIRE ELECTRIC LANTERNS

Little Lady AND EMPIRE TOYS



THE METAL WARE CORPORATION
TWO RIVERS, WISCONSIN

NEW YORK, 200 5th Avenue
CHICAGO, Room 1411A Merchandise Mart

Buckeye

POWER & HAND LAWN MOWERS

MODEL 550 DELUXE

Lightened by aluminum alloy—yet shock-proof, sturdy and durable. Smooth running, prompt acting, easy to propel. An exclusive Buckeye feature, the double pawl clutch, gives quick pick-up to the reel.

Tubular steel handle, stands vertical for easy storage. Rubber grips. 10" wheels. Tires semi-pneumatic. 5-blade ball bearing reel. 16" cut. Rubber roller. Weight 29 lbs.



Model 76A Power King is a thoroughly dependable product resulting from nearly 70 years of specialized lawn mower manufacturing experience. You can offer this quality power job to your customers with absolute confidence.

Completely modern design, precision built. Many desirable features—Aluminum alloy castings. Tubular steel handles. Attractive baked enamel finish. 5-blade ball bearing reel with take-up for wear. 20" cut, adjustable for height. Positive clutch. Highly reliable power unit. Rugged tires.

LIGHT
STRONG
MODERN

WEIGHS ONLY
87 LBS.

MODEL 76A POWER KING



LAWN
MOWERS
SINCE 1880

Information
on request

MAST-FOOS

MANUFACTURING COMPANY
SPRINGFIELD, OHIO
POWER & HAND LAWN MOWERS

the Stanley line at first hand, get help in his hardware problems from the Stanley factory-trained representatives. On special blanks which will be provided, he may also have orders placed through his wholesaler. The introduction of the Stanley Hardware Rollorama represents no change in The Stanley Works hardware distribution policy, but it does represent the continuation of missionary work."

Announcement of the Rollorama's itinerary will be issued at a later date, company officials said. Colorful advance postcards will notify distributors when to expect the Rollorama in their territory.

Alberts & Morel Offers New Bamboo Pole . . .

Alberts & Morel, Inc., Importers, 79 Wall Street, New York, N. Y., is offering a new bamboo pole made in two, three and four sections. Claimed to be of highest quality, the bamboo



poles are easy to assemble and convenient to carry in a car.

According to the company, these poles, because of their sectional construction, cause no storage problems for dealers.

Edmont Introduces New "Green Thumb" Gloves

Following the old adage that successful gardeners have a green thumb, The Edmont Manufacturing Co., Coshocton, Ohio, has introduced a new garden and home utility glove that features green colored thumbs.



Made of soft, chamois-colored material which is impregnated (not coated) with vinyl plastic, they are said to repel dirt, protect hands, and withstand wear better and longer than ordinary fabric utility gloves.

Each pair of Green Thumb gloves is individually packaged in a plio-film envelope—kept fresh for display and inspection. The two gloves are stitched together at the cuffs, with an attractive information folder string-tied to them.

A guarantee of satisfaction is included. Fair traded to retail at 79c per pair, dealers are being offered a sample pair and complete information for 25c.

Midway Auger Bit Set Packed in Leather Case

A new five-piece auger bit set, packed in a sturdy leatherette case for easy handling, is announced by Midway Tool Co., Melvin, Ohio.

The set consists of 1/4" 3/8", 1/2",

5/8", and 3/4" bits in a new highly polished, durable finish, known as mirror brite (mirror bright). Bits are precision made of special chrome alloy steel, hammer forged with accurately centered screws and clear, open throats for fast chip clearance.

The five-piece set is especially suitable for small industry or home workshop use. For details, write The Midway Tool Co., Inc., sales office, Arcade Building, Cleveland.

Home Polisher Introduced By Red Devil Tools . . .

Red Devil Tools, Irvinton, New Jersey, has introduced a new FP23 electric home polisher, retailing at \$29.95, for waxing floors. The polisher weighs only 6 pounds 9 ounces, but gives professional results, it was announced.

Bristle brushes rotate, at the floor, at 5,000 RPM. As the polisher moves, the felt buffing ring is said to eliminate any swirl marks; the FP23 buffing as it polishes. Brush and buffing ring total 8 1/2" diameter. Knee action spring and vacuum pressure keep brushes on the floor at all times.



The polisher is tested and labeled by the Underwriters' Laboratories, and the extra long, non-marking gray rubber extension cord also carries this seal of safety.

A Universal 110-120 volt, fractional horsepower motor, operating on both AC and DC, powers the polisher.

Formula 40 Metal Polish For Sporting Goods Care

The John C. Charles Co., 1436 N. Kenmore Ave., Los Angeles 27, Cal., has introduced Formula 40, a new metal polish which has been tested recently in several hardware and sporting goods stores, according to the announcement.

Hollywood-Vermont hardware store, a typical neighborhood store

Lyman
IDEAL TOOLS

Reload your cartridges economically and safely



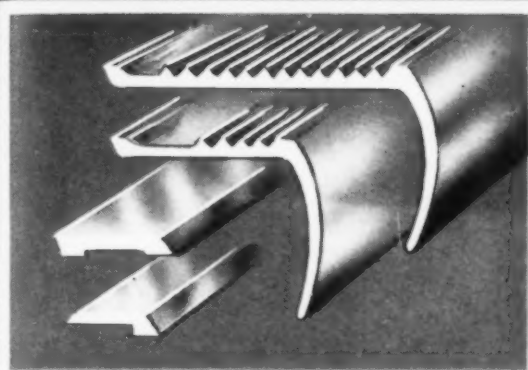
Here's a basic reloading outfit for only \$21.50. Ideal 310 Tool for reloading operations, available for all popular cartridges \$11.50. Ideal 55 Powder Measure for precise charges \$10.00. You'll save a big part of your ammunition cost with Ideal Tools.

SEND FOR COMPLETE INFORMATION ON LYMAN PRODUCTS FOR SHOOTERS



The LYMAN GUN SIGHT CORPORATION, Middlefield, Conn.

Trim



Decorate with

DECORITE

Aluminum Molding
for every purpose

WRITE TODAY FOR COMPLETE CATALOG
Decorite, Inc., 2116 Peachtree Rd., Atlanta, Ga.

Myers

water systems

BEST SELLERS

... right down the line!

You're set to sell every water system prospect with the complete Myers line of *Ejecto* and Reciprocating Types. They offer capacities to meet every possible requirement. They rate second to none in buyer preference — because their exceptional quality is nationally known. Get Myers Water Systems out in front in your store. You'll see them move out fast ... and steadily!



THE F. E. MYERS & BRO. CO.
Dept. P-63, Ashland, Ohio

FOR THE BEST IN JOINTED BAMBOO FISH POLES

SELL

St. Croix

... made from the finest imported bamboo, flame tempered and re-straightened. Special processing guarantees stock free from cracks. Exclusive features such as "band-eye" guides and tips, rolled edge ferrules, sealed and doweled ends, turned handles, special finishes, etc., make these the poles you'll be proud to sell. There is a model and a price to fit every situation.

Write for information on the complete line and the name of your nearest jobber.



St. Croix CORP., UNITY, WIS.

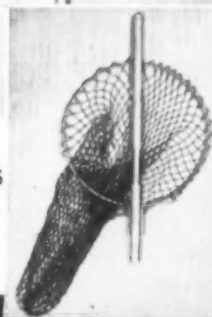
THE OUTSTANDING VALUE IN LANDING NETS IS

St. Croix

Taken from any angle ... materials ... workmanship ... price ... exclusive features ... you'll find St. Croix the net value of the year. The cadmium frame, strong net, hardwood handle and brass ferrule are all top quality. A twist of the wrist and the St. Croix net folds back for convenient carrying or packing. The positive ferrule lock will not come loose while net is in use. A feature sportsmen want. Sizes and styles to fit all needs.

Write for information on complete line and name of nearest jobber.

**IT
FOLDS**



St. Croix CORP., UNITY, WIS.

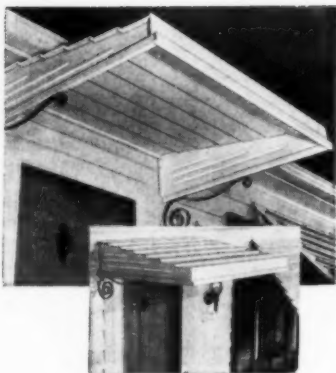
in Los Angeles, was chosen as one of the key hardware test stores. From a small counter display of the merchandise and a window streamer, the store reported the sale of 123 jars in a 45-day period.

Art Kelly's Sportsman's Shop, with a down-town location, was a key test store for the sporting goods field and in 30 days reported sales of 87 jars, to fishermen for polishing lures and reels; hunters for guns, camping equipment and knives; golfers for their clubs; and to a number of customers for assorted home or boat chores.

Formula 40 cleans brass, chrome, copper, nickel, and other metals without rubbing, it is claimed. A brass lure, tarnished by years of use was reported to have been cleaned in 40 seconds by covering it with a thin coat of the polish and then rinsing off. The product is claimed not to damage metal, as it attacks only the oxidation and dissolves it chemically. It can be used to remove rust.

Troy Sunshade Announces Metal Door Canopy

A door canopy specifically designed for direct over-the-counter sales is the new Troy Sunshade metal door canopy, packed in a flat carton with visual directions that make it



easy for the buyer to assemble and hang his own canopy.

A product of the Troy Sunshade Company, Troy, Ohio, the canopy is 48" wide and has an extension of 37½". It fits any doorway from 30 to 38 inches wide and permits the screen door beneath to open fully without interference. Constructed of heavy gauge, rust-proofed steel, it will withstand the strongest gales and heaviest snows, it is claimed.

Available with dark green, brown or white baked enamel finish, the canopy adds a touch of beauty to homes and offers the utmost in year-round doorway protection, the company announced. It is priced to retail at under \$20.00.

Futuro Plastic Salad Set in All Burrite Colors . .

Packaged in a decorative gift box, the new Futuro salad set, product of the Burroughs Mfg. Corp., 3831 Verdugo Rd., Los Angeles, Calif., contains one 10-inch bowl, one seven-inch bowl, a nest of four five-inch bowls, and salt and pepper shakers.



According to the manufacturers, the set is of Burrite's latest styling in high-quality plastic, is available in all Burrite colors, and makes an attractive gift for many occasions throughout the year.

The set retails for \$2.49.

Atkins' 1950 National Hardware Week Special

A special assortment of Silver Steel Nest, Compass, and Keyhole Saws of a pattern and special price for Hardware Week only, has been announced by E. C. Atkins and Company, Indianapolis 9, Indiana.

The assortment consists of: two 39B, 10" Keyhole saws; six 37B, 12" Compass saws; two 38B, 12" Compass saws, and two 36B, Nest of Saws, plus an attractive counter unit in red, white and black (National Hardware Week colors), and a talking sign for the dealers' windows.



A feature of the deal is said to be that the merchandise is of Atkins' top-grade Silver Steel Saws, plus Tenite plastic, Perfect-Grip handle with Hardware Week label on each handle. The complete unit sells to the dealer for \$13.25 per package.

The consumer is said to save 20 percent on any of these items, if he buys during Hardware Week. This is pointed out in the talking window sign, which lists all features.

KLEENCUT 8 STAR ASSORTMENT

Red,
Yellow,
Black &
White
Easel-
Backed
Cards



8 BEST SELLERS ON ONE CARD

15c to 98c RETAIL

(all prices slightly higher
Denver and west)

MOUNTED
ON EACH
CARD

- ★ 7" Dressmakers' Shears
- ★ 5" Sewing and Utility Scissors
- ★ 7" Straight Trimmer Shears
- ★ 6" Sewing and Utility Scissors
- ★ 7½" Barber Shears
- ★ 4" Blunts
- ★ 8" Kitchen Shears
- ★ 3½" Embroidery Scissors

ORDER
No. 1903

See Your Jobber or Write
The ACME SHEAR CO., Bridgeport 1, Conn.
World's Largest Manufacturer of Scissors and Shears

Consumer ACCEPTED . . .
 AMERICA'S BEST-KNOWN, MOST POPULAR LINE OF KITCHEN HELPS



No. 810 Dazey Blend-R-Mix

No. 150 Dazey Crackit Nut Cracker

Guaranteed by Good Housekeeping

THE DAZEY DELUXE CAN OPENER IN DAZEY KITCHEN-TESTED COLORS

• Profits—profits, and more profits when you sell Dazey Kitchen Helps. Famous Dazey products are consumer accepted... quality tested... nationally advertised... Dazey Kitchen Helps are available in Dazey kitchen-tested colors, either individually packaged or in gift package assortments. Ask your regular jobber or write today for literature and prices.

No. 160 Dazey Triple Ice Crusher

No. 400 Dazey Opn-Seal Opens and seals jars, bottles, etc.

No. 120 Dazey Super Juicer

No. 900 Dazey Sharpit Knife and Scissors Sharpener

DAZEY CORPORATION • ST. LOUIS 7, MO.

Be sure it's a **DAZEY**

Form a Dazey CHAIN of kitchen products... CAN OPENER • KNIFE SHARPENER JUICER • ICE CRUSHER • BLEND-R-MIX NUT CRACKER • FAMOUS DAZEY CHURNS

NATIONAL ADVERTISING KEEPS GLADDING THE BRAND IN DEMAND



NEW PLASTIC CASE—now comes with Gladding's Invincible, Dauntless, Blue Ribbon. Has sliding lids. Perfect for hooks, sinkers, spinners, leaders, etc.

COUNTER DISPLAY! Two boxes, each holding 50 yds., open on hinges to make beautiful display. Can be snapped apart and sold separately . . . or can be folded into space-saving, self-locking, double-deck display.

Get Your Share of SALES with This Arresting Counter Display

This year, more than 15 million Gladding advertisements will appear in *Saturday Evening Post*, *True*, and leading outdoors publications! They'll feature Gladding lines in their new plastic utility cases. Make Gladding's national advertising YOUR advertising! Put Gladding lines on display today.



B. F. GLADDING AND CO., INC.
 SOUTH OTSELIC, NEW YORK



• Sliding lid opens easily, stays shut securely. Comes with every Gladding tapered line. Available, at small extra cost, with Gladding level fly lines.

FITLER

**SERVES THE SOUTH
 A ROPE FOR EVERY NEED**



- Manila Rope
- Sisal Rope
- Lariat Rope
- Fishing Rope
- Transmission Rope

For 146 years the South has been a consistent user of FITLER ROPE. Look for the blue and yellow colored yarn registered trade mark in all Fitler Brand Pure Manila Rope.

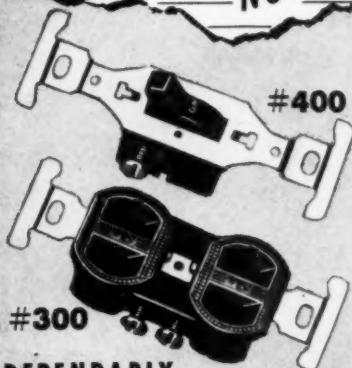
THE EDWIN H. FITLER CO.
 Philadelphia 24, Pa.

MEMO:

ORDER

Slater

NOW!



DEPENDABLY
YOURS
FOR A

Lifetime

TOPS IN

QUALITY
VALUE
LABOR-
SAVING
FEATURES

#400

- T-rated-Plus . . .
- Sm-o-o-th, Positive Action
- No Arcing — No Pitting — No Failures
- Compact—But Strong and Mighty
- Saves 10% Wiring Time

#300

- T-Slot Plus . . .
- Uniform, Preset Pull
- Solid, Eye-Appealing, Strong
- Huge Screws—Backed Out—Ready
- Saves 10% Wiring Time

Meet and surpass REA & Federal Specifications

- WRITE FOR CATALOGUE AND LITERATURE!
- OVER 100 NEW DEVICES

SLATER

ELECTRIC & MFG. CO., Inc.
WOODSIDE, L. I., N. Y.

Phillips Lures Available in Choice of Patterns .

The line of Tenite fish lures manufactured by the Phillips Fly & Tackle Co., Alexandria, Penn., includes (left to right in picture) the Spin Devil, Spino-Mino, Forty Niner with single treble hook, Weighted Popper, and Forty Niner with treble hook and hair legs covering two additional hooks. Each model is available in a choice of patterns, painted with lacquers.



The translucent Spino-Mino is molded over a plated metal tube which flashes through the plastic. The Weighted Popper has a hollow nose said to give the lure a lively popping action. The Forty Niners are specially designed lightweight popping lures for use with spinning equipment or with lightweight casting outfits. The small Spin Devil, described as effective for all types of game fish, is so constructed that it cannot twist the line, and has a propeller-type spinner blade which will spin in dead water with a slow retrieve, according to the manufacturer.

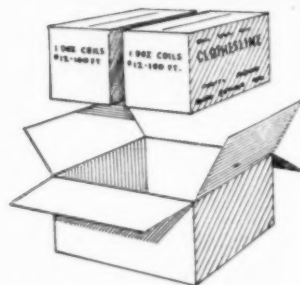
Horton Completes New Sound Film in Color .

"Fourteen Million Go a Fishing" is the title of a new sound picture in color recently completed by the Horton Manufacturing Co. of Bristol, Conn., makers of Bristol fishing tackle. According to the announcement, the film was designed for two specific purposes: to show the public Bristol products in the process of manufacturing, and to show Bristol Products being used over various waters.

For fishing club groups, the film will take approximately 20 minutes to run, being about 800 feet long. However, when being shown to sales groups, there is an additional footage of about 300 feet which will not be shown unless specifically requested, it was announced.

The film will be available to various groups, and whenever possible a representative of the Horton Manufacturing Co. will attend the meeting and answer any questions regarding the picture or the products.

GALVANIZED SOLID CLOTHESLINE



1 Doz. Coils Per Box, 2 Boxes Per Carton

Every coil smoothly rolled, correctly measured. High quality steel wire—easily unrolled—easily hung. Coils are bright and shiny and have 'buy' appeal—won't soil or stain clothes. A permanent line for any use—heavily galvanized—peel proof coating. Packed 12 coils, either 50, 75 or 100 feet each, in each re-shipping box. 2 boxes per carton.

Order today! Boost your clothes line sales.

WIRE PRODUCTS CO.

2715 NORTH 24TH ST. BIRMINGHAM, ALA.
P. O. BOX 5355 N. BIRMINGHAM STATION

Our 13th year of furnishing this product for the Wholesale Trade

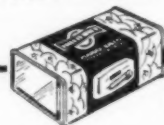
FOR
VALENTINE
SALES

(Also Weddings, Birthdays, Mother's Day)

SELL



GIFT PACKAGED
TO MOVE EVERY DAY!



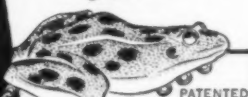
Seal-tight
tamperproof
package

- CAN OPENERS
- ICE CRUSHERS
- JAR OPENERS
- KNIFE SHARPENERS

SWING-A-WAY MFG. CO.
4100 BECK AVE., ST. LOUIS 16, MO.

BURROUGHS BAITS MADE TO FIT A FISHERMAN'S DREAM!

THE "Croaker"



Treble or semi-weedless, double hooks.

Patented cup arrangement on underside makes Croaker gurggle, waddle, and walk on water. 3 built-in actions. So beautifully and realistically made it sells on sight. And what a wonderfully low price!

LIST **95¢** EACH

1 DOZ. TO DISPLAY CARD



"ST" SERIES



"DT" SERIES

PLASTIC "FIREBUGS"

Firelacquer finish, 4 to 8 times more visible, more saleable! Rugged new plastic poppers in 2 series, 5 colors. Best made low priced bugs on the market.

LIST **65¢** EACH

2 DOZ. TO DISPLAY CARD

THE "TAD-POLE"

New jointed, wiggling under-water sensation. A real fish-teaser yet different from all other competitive lures.



LIST **1.00** EACH

1 DOZ. TO DISPLAY CARD

- SEND FOR CATALOG INFORMATION
- STANDARD TRADE DISTRIBUTION

F. S. BURROUGHS CO., INC.

LEDGEWOOD, NEW JERSEY.



the BIG 3 for inside and outside "spring fix-up" by CONSUMERS



WATER PUTTY
For repairing cracks and holes in wood, plaster, etc. Just add water to quantity needed. An improved plastic filler — dries hard — does not shrink or loosen — may be molded, sanded or sawed — will hold screws. 1 lb. cans, 100 lb. drums.

CONCRETE PATCHER
For patching concrete for sidewalks, floors — for furnace work — installing stokers — tree surgery — innumerable uses. Just innumerable uses. Just add water. Packed in 1, 5, and 10 lb. cartons, and 25 lb. bags.

PATCHING PLASTER

For cracks, holes, and general repair. Mixes white in cold water — knits to old plaster immediately. No sizing necessary. Packed in cartons and bags from 1 to 15 lbs.



ORDER FROM YOUR WHOLESALE.

CONSUMERS GLUE CO.

1515 N. HADLEY ST.

ST. LOUIS 6, MO.

IT SELLS EVERY MONTH OF THE YEAR



Black Leaf 40 is a safe, reliable, dependable insecticide, backed by many years of successful use as a spray, dust, delouser, dip, drench and repellant. Home gardeners, farmers, poultrymen, orchardists, vegetable growers, flower growers, and stockmen use this well-known product.

Black Leaf 40 is nationally advertised in thousands of publications. It sells every month of the year, reducing your inventory by replacing numerous seasonal, one-purpose items. It pays you to stock **Black Leaf 40**.

TOBACCO BY-PRODUCTS & CHEMICAL CORPORATION
RICHMOND, VA. • SAN FRANCISCO, CALIF.

RELIABLE, DEPENDABLE **PESTICIDES** SINCE 1885

Wright Fur Farm Netting is always reliable . . . a prime necessity in fur farming. Carefully and evenly woven from quality wires heavily and brightly galvanized by the Wright process. Made in sizes to meet various requirements.

Southern Representatives:

D. C. HORNIBROOK
E. L. HORNIBROOK
Box 176

Avondale Estates, Ga.

LAWRENCE J. BALDWIN
& SON

306 Carondelet Bldg.
New Orleans 12, La.



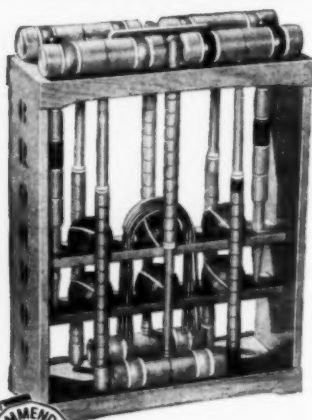
WRIGHT

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.



SOUTH BEND CROQUET

**MODELS FIT EVERY
CUSTOMER NEED!**



Model 986
Deluxe Six Ball Set

Popularly priced South Bend Croquet is offered in 4 and 6 ball standard and deluxe models to meet every customer requirement. Each set has the same gay, colorful styling as well as the same quality manufacture, such as rock maple balls and hardwood mallet heads with screw-in handles.

Show This Book

16 page, 2-color book—
"How To Play Croquet"
—describes complete history and rules of game—
25c list. Quantity discounts to dealers.



SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.

Midwest—South Bend Toy Mfg., So. Bend, Ind.
So. Calif. & S. W.—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.

No. Calif.—Standard Toy Agencies, 718 Mission, San Francisco, Calif.

Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA



AMERICA'S FAMILY GAME

Union Offers Guide to Better Merchandising

To help the hardware dealer do a more effective job of merchandising, The Union Fork & Hoe Company has produced an illustrated guide for retailers and their employees covering store display, personal salesmanship, and advertising for farm and garden tools and shovels.



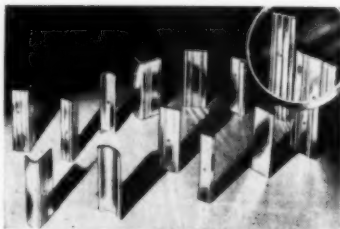
Principles of modern mass display of stock and the use of movable spot displays provides a condensed sales training course on how tools are made, their special features of construction and specific uses, and offers advice on the most effective approaches for a salesperson to employ in selling different types of tools.

How to prepare newspaper and mail advertising and make better use of advertising helps from manufacturers is also explained with examples.

Werner Announces 1950 Chromtrim Mouldings . .

For 1950 the R. D. Werner Co., manufacturers of Chromtrim Trim-it-Yourself metal mouldings, announces a new line of stainless steel mouldings in 13 different styles.

Chromtrim stainless steel mouldings in 6-foot lengths will be included in the consumer line, and 12-foot in the mechanics' line.



In addition to the 13 stainless steel numbers, nine wallboard and wall linoleum shapes have been added to the Chromtrim line of Trim-it-Yourself shapes, which now includes 38 shapes from which the dealer can make his own selection of 14 styles and receive the newly designed stock and display merchandiser.

"Pick of the Pack" is the theme which has been created to introduce the Chromtrim 14/60 deal to the trade.



**STOCKING
DIETZ
MEANS REPEATS**

**Over a Century
of World Wide
Acceptance**

R.E. DIETZ COMPANY
EST. **NEW YORK** 1840
OUTPUT DISTRIBUTED THROUGH THE IRONING TRADE EXCLUSIVELY

Parrish Bowls



**"SUPREME FINISH"
MEANS EXACTLY THAT**

The bowls are of choicest Wild Cherry and Hard Maple woods. They are sanded to satin smoothness, then finished with our exclusive "Supreme" process. The finish penetrates and becomes an integral part of the wood. The beautiful grains and colors remain clear and natural permanently.

Fruits, garlic, onion, fish, alcohol do not injure—just wash like dishes and the bowls stay free from unwanted stains, tastes and odors.

That's why they are the finest salad bowls you can sell. Make sure now that your stock of bowls, spoons and forks is complete and well displayed.

J. SHEPHERD PARRISH CO.
205 West Wacker Drive Chicago 6, Ill.
The World's Largest Manufacturer of
Fine Wood Bowls

DEALERS:

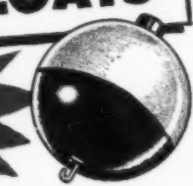
**Stock the FLOAT
that SELLS
ON SIGHT!**

Fishing Float



**Dayton
COMBINATION
FISHING FLOATS**

**WORLD'S
BIGGEST SELLING
FISHING FLOAT!**



**FOR BOTH CASTING
AND STILL FISHING!**

OVER 2 MILLION SOLD LAST YEAR!

Five popular sizes—at popular pre-war prices, 20c to 40c retail. Also 3 fast selling Lumi-Glow models—glow in the dark for night fishing thrills! Nationally advertised. Available through leading jobbers everywhere.

**PLACE YOUR ORDERS
WITH YOUR JOBBER NOW!**

DAYTON BAIT CO.

3307 N. DIXIE DRIVE • DAYTON 5, OHIO



**BETTER MEASURE
WITH LUFKIN**

**NEVER BEFORE A TAPE WITH THE
SALES APPEAL OF THE LUFKIN
CHROME-CLAD "LEADER"!**



- 1—Special Lufkin Chrome - Clad non-glare finish.
- 2—Resists both rust and corrosion.
- 3—Will not crack, chip, or peel.
- 4—Steel tape line is kink and wear resistant.
- 5—Durable black markings bonded to steel.
- 6—All markings sunk deeply below tape surface.
- 7—Sturdy, strong steel case liner.
- 8—Covered in handsome imitation leather.

DIAGRAMMATIC CROSS-SECTION VIEW

1. Hardened Steel Tape. 2. Rust-resistant Coating. 3. Multiple Coats of Electroplating. 4. Hard, Smooth Non-Glare Chrome-Plating. 5. Black Markings Bonded to Steel, Sunk Below Surface.

Sell the Lufkin "Leader" Chrome-Clad Steel Tape to your customers and you'll assure complete satisfaction.

**Sell LUFKIN TAPES • RULES
PRECISION TOOLS**

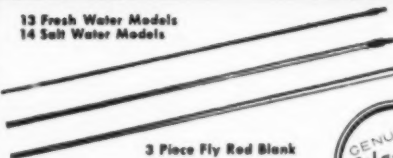
THE LUFKIN RULE CO.

SAGINAW, MICHIGAN • NEW YORK CITY • BARRIE, ONTARIO

**Sila-flex GLASS FIBER
ROD BLANKS**

Make America's Finest Fishing Rods

13 Fresh Water Models
14 Salt Water Models



3 Piece Fly Rod Blank

Be Sure
It's Gen-
uine Sila-
flex.



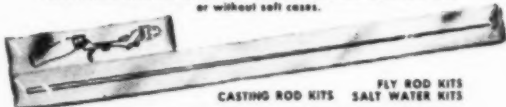
- Fast Action!
- Quick Recovery!
- Maximum Strength!
- Minimum Weight!
- Will Not Set!

This name stamped permanently on the butt of every blank.

The highest quality ferrules especially designed for each blank, expertly mounted on all fresh water blanks at the factory. Write for Price List.

NOW! Sila-flex KITS

Sila-flex Kits are completed rods without guides and top. All fresh water blanks furnished in soft, transparent cases; salt water kits with or without soft cases.



CASTING ROD KITS FLY ROD KITS
SALT WATER KITS

Kits are made of Polyethylene, a transparent plastic cloth which will not deteriorate or stick to rod varnish. Write for complete, illustrated price list.

PACIFIC LAMINATES

1550 NEWPORT AVE., COSTA MESA, CALIF.

**EASY SELLING
HURRICANE**

Rotary Power Lawnmower



**NEW Low Price
NEW 1950 Model
NEW Sales Features**

One look at this brand new 1950 HURRICANE practically closes the sale . . . prospects turn into customers as if by magic! But it's no wonder—those many, many HURRICANE sales features and that new low price for a big deluxe mower will make HURRICANE your best seller, too!

If you do not have the Hurricane line now, send us the coupon below. By return mail, you'll receive all the facts about this new, fast selling 1950 HURRICANE . . . ACT NOW.

MAIL THIS COUPON TODAY

NATIONAL METAL PRODUCTS COMPANY, INC.
Department 4-2, 2722 Cherry Street
Kansas City 8, Missouri

Gentlemen: Send me, without obligation, all the facts about your new, low-priced 1950 HURRICANE Rotary Power Lawnmower. I want more lawnmower profits!

Company Name _____

Address _____

City _____ State _____

SPECIAL!

**FOR NATIONAL
HARDWARE WEEK
Red Devil
No. A1 PAINTER KIT**



\$2.79

RETAIL
REGULAR \$3.55

**A SAMPLER OF 11 RED DEVIL PAINT,
GLASS and SCRAPING TOOLS IN
ALL-STEEL UTILITY KIT**

Full trade discounts from low "sale price."
Backed by streamers, counter cards, mats,
national advertising. Order from your
Jobber or write.

Red Devil Tools.

IRVINGTON 11, NEW JERSEY, U. S. A.



**EMBURY
AIR PILOT
LANTERNS**

Streamlined design, quality construction
and over forty years of dependable
lighting service are strong selling
features of EMBURY lanterns.

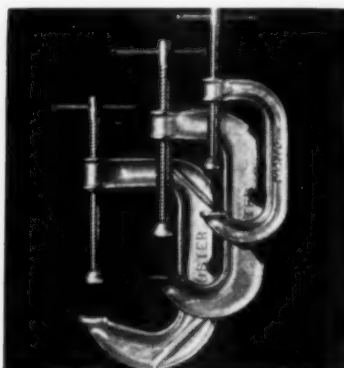
For more AIR PILOT lantern facts, write

EMBURY MANUFACTURING CO.
290 Allen Street Warsaw, N. Y.

**Foster Announces New
Aluminum Cee Clamps**

New Cee clamps, said to be constructed of the strongest cast aluminum alloy yet developed, are offered by the Foster Aluminum Alloy Products Corporation of Forestville, N. Y.

The Cee clamps are light and save up to 60 percent in weight, it was announced, and will not rust or corrode, are free of fire hazard caused by sparks, and are spatter-proof in welding operations.



A brass lead screw with double Acme thread is said to provide fast action and smooth operation in the aluminum casting. A sliding cross handle is convenient in applying maximum pressure without the use of tools.

Literature with complete size and price data is available from the manufacturer.

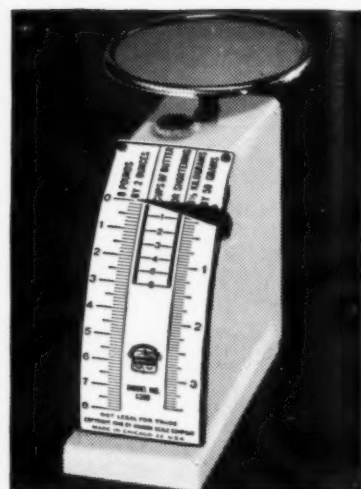
**Great Neck Offers New
"J" Screwdriver Series**

Great Neck Saw Manufacturers of Mineola, New York, offers a low priced quality screwdriver line called the "J" series—for radio and television repairmen, electricians, and home use. Cabinet type, standard, stubby, and nickel-plated midget (with pocket clip) screwdrivers make up the complete line.

The highly polished blades, with bits machine cross ground to size, are made of specially tested alloy tool steel, hardened and tempered their entire length, the company states.

The handles are of transparent amber, which is made from a non-explosive, non-absorbent plastic that resists grease and oils. According to the manufacturer, these handles will not crack or chip, and gripping power is achieved with less effort.

SALESMEN AND REPRESENTATIVES now calling on **PLUMBERS AND HARDWARE STORES**—Manufacturer changing method of distribution, selling direct to retailers the best competitive low price, high quality **WALL TYPE CHROME-PLATED SWING-SPOUT FAUCET** on the market; protected territories; liberal commissions. Please write to Box 647, **SOUTHERN HARDWARE**, 806 Peachtree Street, N. E. Atlanta 5, Georgia.



HANSON

**Household Scale Model 1308
NEW — MODERN — BEAUTIFUL**

A Scale that Appeals to Women

Every housewife will be delighted with this smart new scale. Body made of styron plastic in red, yellow, and white; colors that fit the modern streamlined kitchen. Platform stainless steel.

Capacity 8 lbs. by 2 ounces. Special dial graduations measures shortening by cups. Kilo graduations for continental cooking recipes.

Order from your jobber

HANSON SCALE CO., CHICAGO 22, ILL.

Makers of household scales since 1888

3 FAMOUS NAMES IN NETTING...

U. S. HEXLOK—
The Perfect Hexagon-Mesh Netting with Lock-Twist Weave...

U. S. STRAITLOK—
The Original Straight-Line Poultry Netting; Woven Like Farm Fence

U. S. 4 IN 1—
The New Chick-Tight Straight-Line Netting with Graduated Mesh

Available in either galvanized before or galvanized after weaving.

INDIANA STEEL & WIRE CO.
MUNSTER, IND. 19

ALLIGATOR



BELT LACING



**ECONOMY
PACKAGES
IN "E" CARTONS**

- 1 Avoids the breaking of standard boxes to supply small user.
- 2 Each package is a complete unit containing one set of lacing, hinge and gauge pins for 12" of belting width.
- 3 Five sizes—Nos. 15, 20, 25, 27, 35—Ten Economy Packages of a single size in each carton.
- 4 "Just A Hammer To Apply It."

Order From Your Jobber. Ask for Bulletin A-60.

FLEXIBLE STEEL LACING COMPANY
4643 Lexington Street, Chicago 44, Illinois

ALLIGATOR BELT LACING

FASTER SALES MEAN MORE PROFITS



PRICED TO
RETAIL FOR
\$100⁰⁰
LESS
THAN



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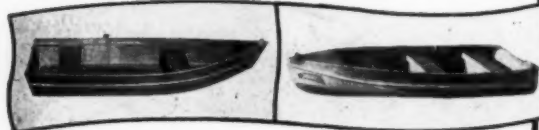
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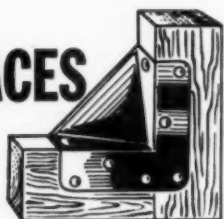
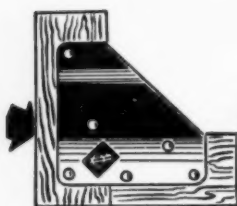
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